

Kodak

PHOTO-FINISHING

newsletter

FOR KODAK DEALERS AND STAFF

July/August 1968

HURRY! HURRY! HURRY!

for your own personal

Kodak Photo-Greeting Cards

at special offer prices

Kodak Photo-finishing Newsletter for May/June contained details of our special offer to Kodak dealers to have your own personal Kodak Photo-Greeting Cards made at the low nett price of only 12 cents each.

We hope by now you will have selected your pictures and placed your order. If you haven't, there's still time, but hurry! The offer closes on 30th September and by then you should be using them as samples to sell Kodak Photo-Greeting Cards to your customers.

The designs

With this Kodak Photo-finishing Newsletter comes a 3-page ordering guide which illustrates the bright, new, yet traditional designs for 1968. They combine with your customer's own color photographs to make truly personal Christmas Cards only they can send.

Now is the time to sell

Show customers the full range of designs, now. Remind them that some surface mails for Christmas delivery abroad close in October.

Help from Kodak

The Ordering Guide illustrates the designs available and also shows your staff how to make out the order. Sales aids include an attractive new showcard and leaflets, direct-mail letters, available from your local Kodak branch or representative and a leaflet in completed color photo-finishing orders.

Actual sample

The best prospects to purchase Photo-Greeting Cards are those customers who already use Kodacolor film and order Kodacolor Enlargements.

The best way to reach those customers is to show an actual sample. That is exactly what we plan to do.

During the period August-September, an actual sample Kodak Photo-Greeting Card will be enclosed in completed orders for Kodacolor Enlargements.

Use sales-aids

Direct-mail letters start customers thinking about Photo-Greeting Cards and your store.

The showcard prominently featured in your window or in-store display reminds them to ask about Photo-Greeting Cards when shopping for other items.

The leaflets can be mailed with accounts and to your best customers, if you have a regular mailing list.

Talk Photo-Greeting Cards

When customers call to collect color finishing orders, go through their prints with them, pointing out pictures suitable for Photo-Greeting Cards. Family pictures, children, pictures taken around the home, even household pets are all suitable subjects.

Show actual samples — it's the best way to sell. Photo-Greeting Cards made from your own color pictures carry conviction and clinch the sale.

If you don't get an order right away, hand them a leaflet. Suggest they discuss the matter at home, and they can order next time they come in.

Impulse buyers

Don't forget to leave leaflets in prominent locations for the impulse buyer who "might be interested" and for those customers to whom you don't get a chance to talk personally about Kodak Photo-Greeting Cards. Some of them will come back and buy.

Kodak

PHOTO-GREETING CARDS



Let Kodak make
your own color slides or prints
into personal Christmas greeting cards.
Greetings that only you can send.

ASK HERE FOR DETAILS

The new Photo-Greeting Cards showcard.

KODAK CHRISTMAS GREETING FOLDERS

Kodak Christmas Greeting Folders are attractively designed folder mounts into which your customers can slip their color or black-and-white prints. The cover design, illustrated in the accompanying ordering guide, shows a Christmas tree in gold on a red background, with the message "Merry Christmas".

Two versions of the folder are available. One, code 348S, has a cut-out to accept size 3S prints (3½ x 3½ inches). The other, code 348VH has a cut-out to accept size 3R prints (3½ x 5 inches).

At the attractive retail price of only 6 cents each, complete with envelope, Kodak Christmas Greeting Folders are an easy-to-sell extra profit line. They are available to Kodak Dealers in packets of 10 folders for individual resale to customers. Alternatively, they may be ordered in any quantity together with photo-finishing orders for color or black-and-white prints.

When your customers order extra prints, especially when they are for relatives and friends, suggest Kodak Christmas Greeting Folders, too. They make a simple print into an attractive presentation.

Retail prices:

Kodak Christmas Greeting Folder code 348S

Item No. 4692 6 cents each (with envelope)

Kodak Christmas Greeting Folder code 348VH

Item No. 4691 6 cents each (with envelope)

KODAK HIGH SPEED EKTACHROME FILM NOW ASA 400 with SPECIAL KODAK PROCESSING SERVICE

A special Kodak processing service is now available for Kodak High Speed Ektachrome films. The new service increases the effective speed of the Daylight Type film from ASA 160 to ASA 400, and of the Type B film (for tungsten light) from ASA 125 to ASA 320.

Special processing applies only to Kodak High Speed Ektachrome films, Daylight (EH) and Type B (EHB), in sizes 135 and 120. This new service is available only through Kodak Dealers, and an extra charge of \$1.00, in addition to the normal processing charge, will be made for each film, size 135 or 120, given special processing.

How to Order

The *complete roll* must be exposed at the higher speed rating. The film should be sent for processing in a Kodak Color Finishing Envelope. In the Special Instructions panel, write:

"Special Processing Required"

Warning

Kodak High Speed Ektachrome film sent in for special processing service, *must have been exposed at the higher speed rating*. A film exposed at the normal rating, and put through the special processing service, will not be satisfactory.

Greater Versatility

The new service greatly increases the versatility of Kodak High Speed Ektachrome films under all lighting conditions. In daylight, the extra speed becomes especially desirable when shooting fast action sports, or when taking close-ups where faster shutter speeds or greater depth-of-field are required. For available light or theatre photography, the higher speed opens up many exciting new possibilities.

Very good results are obtained with special processing, although slight changes to color balance may sometimes be noticed.

KODAK (Australasia) PTY. LTD.

Branches in all States