

SalesNews

November, 1976

IT'S BEEN QUITE A YEAR...

...and there's still more to come!

1976 has been something of a landmark for Kodak. It has been the year of change, and a year which has presented its own unique challenges for the photographic trade as a whole. Despite continuing high inflation and generally depressed trading conditions, by and large photographic sales have escaped the worst effects — for this, everyone in the trade should be grateful. For Kodak, the year really began last March when we introduced the new variable film processing discounts. These discounts have been roundly welcomed, and we would like to sincerely thank those photo dealers who have given us their support.



Kodak has kept its promises too. You might recall at the time the new processing discounts were announced, Kodak promised some new and exciting processing promotions. We think you'll all agree that the "4 for the price of 3" enlargement offer, and the "Free print from slide" promotion generated valuable "plus sales" for those photo dealers who got right behind these campaigns.

In this issue of Kodak Sales News you'll find details of another major processing promotion coming your way before Christmas. This time, Kodak is offering a free print from a color negative, PLUS an attractive free print wallet if four or more reprints are ordered at the same time. Like its predecessor, this latest offer is bound to be suc-



cessful. (Note — this offer does not apply in those states which prohibit its use.)

On the film and camera scene, 1976 saw some significant changes too. During August and September, the "Early Bird" campaign offered extra camera discounts plus the choice of free film or an advertising allowance. Then, on August 23, Kodak introduced new 'Mix & make' year-round film assortment discounts, and quickly followed these up in October with a special "Spring Fever" offer which ended on October 29.



This month, November, sees the launch of the Kodak Instamatic 92 "go-anywhere" kit, supported by special sell-in introductory discounts, and the re-introduction of the popular Kodak Instamatic 255-X outfit.

In December comes the exciting new Kodak "Top-up" film assortment — a special assortment of popular longer-length Kodacolor films plus Kodachrome super 8 movie film, all packaged in a colorful merchandising carton. See the special insert included with this issue for details. (We regret this offer is not available to dealers outside Australia).

That's just a summary of the great deals Kodak has offered the trade during 1976. We are busily planning for 1977 and we can promise you some interesting propositions next year too — look out for the first of these next February.

But what is Kodak doing to help you sell out this merchandise? Here's a brief summary of our current advertising campaigns and point-of-sale items which are designed to keep you smiling:

Film Holiday Pack

Our present promotion is the KODAK Film Holiday Pack. It's a cute little presentation box that helps dealers to sell film in multiples to customers who are holiday or gift oriented — and right now is the time of year to sell to them.

The campaign consists of national press supported by dealer point-of-sale material. If any dealer requires further assistance to promote Kodak film, simply contact your local Kodak branch. The Consumer Supervisor there has handbills, radio & T.V. scripts, and 20cm x 2 column press advertisements ready for you to use.

Film Reminder

During December and part of January our national radio message will be reminding holiday makers and weekend trippers to take along a camera and bring back their fun in pictures. This constant reminder will encourage customers to ask about your offer in the Kodak film holiday pack.

Christmas Campaign

This will be the culmination of our major effort for the year. \$1/4 million will be used to carry our theme, "The gift that clicks with anyone," to consumers throughout Australia. The campaign features a new 30-sec T.V. commercial that appears on every T.V. station in Australia and is strongly supported with national press advertising.

There are three weeks of intensive advertising promoting cameras and film — an opportunity you should use to build your photo-gift Christmas sales. Be sure you hold good stocks.

We have also produced several display items which are available for dealers. Items such as the Summergirl showcard, Bankcard showcard, 3-year camera warranty display cards, light-weight foam film signs, Consumer products catalogue, a "Do-it-yourself" advertising aids kit and many others. To obtain these items simply contact your Kodak representative or phone your local Kodak branch.

Kodak Offers Processing Service To Users of Bulk Lengths Of Kodak Ektachrome 35mm Film.

Have you noticed the large number of sophisticated 35mm cameras now on the market in Australia? Advanced amateur photographers now have their choice of dozens of cameras with such features as fully automatic exposure through electronic shutters to motor drive units with multiple exposure capabilities.

Many of these cameras use bulk lengths of film — usually 100 ft. lengths of Kodak Ektachrome film. Kodak now offers a processing service to customers using bulk lengths of Ektachrome film (Process E-4).

The charges for this service consist of a basic charge of \$1.12 per film plus \$1.23 per metre of film processed (Recommended Selling Prices). Films can be sent to Kodak in the normal manner.

Stock Control More Important Than Ever Before

Now that the new "assortment buy" film discounts are in operation and well established, it becomes vital that photo dealers have an effective stock control system to help them maximise profits.

Since the Kodak stock control system was introduced in 1971, many photo dealers have wisely used it and have benefited as a result. With an accurate sales history at their fingertips, many dealers are now in an ideal position to carefully plan and control their purchases of Kodak film and other products.

The new "assortment buy" film discounts give photo dealers the opportunity to buy the films their customers want at the best possible price, and if supported by an effective and easy to use stock control system, the new discounts become a very significant factor in ensuring profitable trading.

If you are not yet using a stock control system on Kodak products, why not talk it over with your Kodak Representative? He will be only too willing to install the system for you, and if you wish, maintain it as well and suggest an order level designed exactly to meet your needs.

"I want A Packet — Not A Card!"

To clear up any misunderstandings, we repeat that trade orders for Kodak presstapes are only supplied as merchandising cards which hold a display of 20 packets of presstapes. We regret that we can no longer supply individual packets of presstapes by way of a trade sale for a later retail sale by the photo dealer.

Therefore, when ordering Kodak presstapes, please understand that you will receive a card with 20 packets. You will find the card a convenient way to display these important movie film aids, and the format gives you a simple method of stock control, as you can tell at a glance when to reorder.

Each packet has a suggested retail price of \$0.81, and the trade prices (excluding tax) are \$9.85 per card (1 to 19 cards), or \$9.36 per card (20 plus cards).

There are Kodak presstapes to suit super 8, 8mm and 16mm movie films.

Free Prints... Profitless Prints? Definitely Not

During the recent "Print From Slide" promotion conducted by Kodak, some of your customers probably redeemed print vouchers in your store. You may have noticed that most of these customers ordered extra prints at the same time which is why dealers who promoted the offer (by distributing the handbills and displaying the point of purchase materials) increased their photofinishing business and gained extra profits.

Kodak promotions are designed to attract customers and to increase your photofinishing profits. We also appreciate the fact that it is difficult for a photodealer to start from scratch and run his own promotion.

Good merchandising should capitalise on the fact that it has cost you nothing to attract the customer to your store — your point of purchase materials prominently displayed reminds the customer of the promotion and your staff have the knowledge to assist the customer. The extra prints ordered with the free print means extra profits — and how much did it cost you — very little!

The "Print From Slide" promotion was so successful we have decided to follow in November/December with a similarly ambitious promotion — "Prints From Negatives". Details of this promotion are outlined in this issue of "Sales News".

PHOTO STORE CORNER

KODAK VERICOLOR II Professional Films

Kodak Vericolor II Professional Film, Type S, has become an increasingly popular film among advanced amateurs as well as professional photographers. The film is available in Australia in a variety of sizes including single roll packs of VPS 135-36 (CAT No. 156 9912) with a suggested selling price of \$4.25 per roll.

Exposing The Films

KODAK VERICOLOR II Professional Film, Type S, is designed for exposure with electronic flash, daylight, or blue flash illumination at exposure times of 1/10 second and less. Other light sources (see table below) can be used with the designated filter if the exposure time is no longer than 1/10 second. (For long exposures, use KODAK VERICOLOR II Professional Film, Type L.)

Light Source	ASA Speed*	Filter
Daylight	100	None
Photolamp (3400 K)	32	No. 80B
Tungsten (3200 K)	25	No. 80A

*Recommended for meters marked for ASA Speeds or Exposure Indexes.

Electronic Flash Guide Numbers:

Output of Unit (BCPS or ECPS)	500	700	1000	1400	2000	2800	4000	5600	8000
Guide Number for Trial	50	60	70	85	100	120	140	170	200

Flashbulbs:

No filter is necessary for exposures with blue flashbulbs. Guide numbers are calculated on the basis of the film speed for daylight, ASA 100. With most clear flashbulbs, put a No. 80C filter over the camera lens. With zirconium-filled clear flashbulbs, such as an M3, use a No. 80D filter.

Daylight Exposure Table:

Lens opening with shutter at 1/125 second. (For the hours from 2 hours after sunrise to 2 hours before sunset.)

Bright or Hazy Sun on Light Sand or Snow	Bright or Hazy Sun (Distinct Shadows)	Cloudy Bright (No Shadows)	Open Shade* or Heavy Overcast
f/22	f/16†	f/8	f/5.6

*Subject shaded from the sun but lighted by a large area of sky.
†For backlighted close-up subjects use f/8.

Vericolor II Film can be processed in Kodak Flexicolor Chemicals for Process C-41 or sent to Kodak for normal developing and printing services. Prices are the same as those for the equivalent Kodacolor II Film.

How safe are your safelights?

The term "safelight" is used to describe darkroom illumination that does not fog a particular light-sensitive material under the conditions in which it is normally handled and processed. The word "safe" is a relative term. Most sensitized photographic materials will become fogged if left exposed to a safelight for long enough. Since photographic materials vary widely in both speed and sensitivity to light of different colors, the color and intensity of safelights will also vary to give maximum safe illumination for each type of material. Some high-speed panchromatic materials (sensitive to all colors) to not permit the use of any safelight.

Safelight filters are made so that the light they transmit lies outside the normal color-sensitivity range of the photographic materials handled in their light. However, the color sensitivity of most emulsions does not cut off abruptly at a particular wavelength in the spectrum; most emulsions have reduced sensitivity to light of colors outside their normal range. This means that most papers and films have some sensitivity to some colors of light transmitted by the safelight filters recommended for use with them, so that it is always necessary to keep their exposure to safelight illumination to a practical minimum.

To obtain maximum safety and illumination, always use the safelight filter recommended for each product, and observe the instructions about pearl lamp wattage, voltage supply, and distance of safelamp from material. Do not use ordinary colored lamps, such as the pilot lights from contact printers, or other improvised safelights. They may appear to be of the proper color, but they usually emit light that will fog a photographic emulsion.

Safelight filters gradually fade with usage. Fading means they transmit more light of colors they are designed to absorb. For this reason it is important to change them periodically. If the lamps are used 8-12 hours a day, for example, change the filters yearly. Place a sticker on the housing and record the replacement date. Remember to change the lamps periodically as well; as they blacken they give off less illumination.

For further information on safelights, ask for a copy of Kodak Pamphlet No. K4. It is available to you without charge.

We continue to process Kodachrome II and X still and movie films

Since the successful introduction last year of Kodachrome 25, 40 and 64 films, the now superseded Kodachrome II and X film still continue to arrive at our Melbourne processing laboratory for processing. You've heard stories about photographers leaving films in their cameras for years — well, we recognise this situation and will continue to offer a processing service for the superseded Kodachrome still and movie films.

Incidentally, the new Kodachrome still and movie films require a different process called Process K14 — the old process is designated K12. The demand for K12 processed films has decreased significantly since the introduction of the new Kodachrome films and, as such, an additional two or three days service time will apply to all K-12 processed films.

The additional service time is required to maintain the consistently high quality results photographers have expected and received from their Kodachrome slides and movie films.

Did you know?

Kodak Tested Chemicals

Due mainly to the almost universal acceptance of prepared chemical formulae, it has been decided to discontinue the supply of most of the raw chemicals previously supplied as Kodak Tested Chemicals.

However, many of these discontinued products will be available for some time, until stocks run out. For specific details of availability, please contact your Kodak branch.

FREE REPRINTS~ AND A BONUS AT NO EXTRA COST!

November/December promotion
from Kodak

Commencing Monday, October 25, and operating through to Friday, December 10, Kodak will issue a Print Voucher with every color negative film develop-and-print order. The voucher is redeemable for a free print from a negative.

In addition to the free print offer there's an added bonus — an attractively-designed plastic print wallet will be included in every reprint order where a total of four or more prints (including the free print) are ordered.



Although vouchers will not be issued after December 10, customers may place orders (using the voucher) with photo dealers up to Friday, December 17, 1976.

Remember — this is a positive Kodak promotion to create extra photofinishing business. Although it will coincide with the traditional busy pre-Christmas period and the extra reprint business will be generated by Kodak, no extra time need be devoted by you or your staff.

We supply the print voucher and your customer places the order with you. He is happy with the special deal and the extra profit from the extra prints will be your reward.

By the way, this offer does not apply in those States which prohibit such promotions.

1976 Christmas Photo-Greeting Card Promotion Given Enthusiastic Support From Dealers



This year's promotion of Kodak Photo-Greeting Cards included an offer of free cards to photo dealers during September.

We believed that if you displayed your own actual cards more of your customers would take advantage of this unique service offered by Kodak. Photo dealers who obtained sample cards through the offer have reported good sales of cards to customers who have commented on the superb quality of the results.

Remember, sales of Photo-Greeting Cards mean extra business and add to your photofinishing profits. Dealers who wish to use an attractively-designed showcard should contact their local Kodak Consumer Markets department for further details.

For dealers requiring information for this year's promotion, here are the main points to remember:

3 Designs:

The above miniatures indicate the variations in the three basic designs —

SL500 — Holy Family — "Peace on Earth"

SL501 — Kangaroo motif — "Greetings from Australia"

SL502 — Sleigh — "Merry Christmas. Happy New Year"

The final format depends on the format of the supplied negative or slide — square negatives or slides produce cards with a square picture area in a horizontal format (example SL 500 S). Rectangular negatives or slides produce a rectangular picture area in either a horizontal (SL 500 H) or vertical (SL 500 V) format, depending on the picture.

Available from:

- All color negative sizes up to 7 x 9 cm.
- 126, 135 (full-frame) and 828-size color slides in 2" x 2" mounts. **Masking not available.**

Minimum order quantity of 10 from one color negative or slide and from one design.

Format:

Borderless, rounded corners. Silk-surface paper. Approximate size, 9 x 18 cm.

Note: The main subject matter in color slides should be well centred as some cropping of edges will occur in production.

Recommended Retail Prices:

10 (minimum order) to 49 from one original — 42c each.
50 or more from one original — 39c each.

Service time:

Allow 10 days for delivery.

Please note:

The suggested retail prices set out herein are suggested prices only and there is no obligation to comply with the suggestion.

Meet the Mysterious K.S.E.

(or how you can order anything from a camera repair to a blow-up of Auntie Mabel!)

KODAK SERVICES ENVELOPE (K.S.E.)

This envelope is the key to arranging any film processing or equipment repair service available from Kodak.

The K.S.E. comes in two types. There's one that you complete for all Kodak services, and there's another which customers complete themselves for the standard film processing services. We've tried very hard to keep the envelopes simple to fill in, and to reduce other paperwork to a manageable level.

1. Use the K.S.E. for film processing . . .

ARE THEY SURE?

The most common type of order you'll come across is the occasion when a customer leaves an exposed film for processing. When this happens, the FIRST thing you should do is CHECK TO MAKE SURE THE FILM HAS BEEN EXPOSED!

We're not kidding — sometimes a customer will bring in a film that is only partially exposed, or not even exposed at all! So, how do you tell?



Roll Film

Look for the word "EXPOSED" on the sealed tab wrapped around the roll.



Film Cartridge

There's a small window in the back of 126 and 110-size cartridges. If there's an arrow or a number still showing, you know that the film is not fully exposed.



35mm Film

If the film leader hangs from the cassette, the film possibly hasn't been exposed. If the film leader isn't even creased, most likely the film hasn't been in the camera.



Super 8 Film Cartridges

You'll see the word "EXPOSED" in the film gate if the film has been fully exposed.

And if all else fails, ASK THE CUSTOMER! But if the film is exposed, read on to see how you can correctly order the service the customer wants.

2. Use the K.S.E. for Repairs to Kodak Cameras and Projectors

Kodak offers a repair service for all models of Kodak cameras and projectors. Note that we do not repair other makes of equipment.

Example

The Kodak Services Envelope is designed to handle repairs as well. Here is an example showing you how.

Example:
Master J. Spratt, 191

Main St., Uptown, phone 780 5621, dropped his camera into the sand and the film winder has jammed. He has left the camera in the case, and there is a film inside the camera.

(Special Note: If a customer has left a film in a camera which is to be repaired, always ask the customer if he wishes to keep the film if it is not completely exposed, so he can finish the roll when the camera comes back. If the film has been completely exposed, or if the customer wants to have it processed even

Just Remember:
* Always list on the K.S.E. the accessories which are forwarded with the equipment.
* Attach the K.S.E. securely to the article with rubber bands.
NEVER place a pocket camera inside the K.S.E.

though there are still some exposures left, always send the film off for processing in a separate K.S.E. Never leave the film in the camera unless you think it might help the repair shop diagnose the problem. Note that the repair shop will NOT have the film processed.)

* Place the article and the K.S.E. inside a plastic bag for added protection.
* With bulky items such as movie cameras or projectors, securely pack them inside a carton so they will be well protected in transit.

Kodak Instamatic 255-X Camera Returns!

The same popular features, but dressed-up in an exciting new merchandising pack — the Kodak Instamatic 255-X color outfit makes a welcome return to the marketplace!

We re-introduce it "by popular demand", for the Instamatic 255-X camera was one of the best-selling 126-size cameras ever released on the market by Kodak. With its famous "dial-the-weather" exposure control, this camera gave its owners just enough controls "to fiddle with" without over-complicating matters.



Two New Camera Cases Released by Kodak



Two new camera cases were recently released on the market. Called the KODAK Pocket Camera Pouches, they are designed to neatly and securely store any of the pocket cameras released by Kodak.

Two versions

To cater for differing tastes, the new pouches come in a choice of finishes. There's a traditional-looking brown

"leather look" version to satisfy the less adventurous, plus an exciting "denim" finish which will appeal to the young and carefree.

Both versions feature secure press-stud closure flaps plus a convenient carry handle which can double as a belt loop. Interestingly, the denim version features "leather look" piping, which is currently the rage with the denim gear set.

Flipflash or magicubes

The pouches will hold any of the Kodak pocket camera models, plus a spare roll of film, and there's room left over for a magicube as well. There's a special pocket inside to snugly store a flipflash.

Keenly priced

The pouches are keenly priced at \$8.46 (suggested retail). The trade prices are as follows:

Cat No.	Product	Trade Price (excl. tax)
4420311	KODAK Pocket Camera Pouch — Brown	1 — 9 \$5.15
4418398	KODAK Pocket Camera Pouch — Denim	10 + \$4.89

The qualifying number to achieve the 10+ price can be obtained from a mixture of the two pouches.

Just to refresh your memory, the Kodak Instamatic 255-X camera features a 3-element fixed-focus, 41mm Kodak Reomar color lens which adjusts down from f/6.6 to f/20. This lens gives clear pictures from 1.2 metres to infinity in bright sun, and in other daylight conditions from 1.5 metres to infinity.

The weather-dial exposure control indicates the correct exposure when the lens barrel is rotated until the appropriate weather symbol or flash distance is opposite the pointer.

Other features include a two-speed shutter (1/80 and 1/40 second); bright-line viewfinder; magicube flash (from 1.2 to 3.7 metres); and a signal in the viewfinder to indicate that a "used" bulb is in the firing position.

New Merchandiser Pack

The re-introduction of the Kodak Instamatic 255-X color outfit heralds a new and effective package which converts easily to its own merchandising display unit. The package, which features a flip-top lid in place of the earlier sleeve, can be adapted for display purposes by creasing the lid and using the pop-up picture and graphics to attract customer interest.

This new package design will also be introduced progressively for the Kodak Instamatic 56-X and 155-X color outfits.

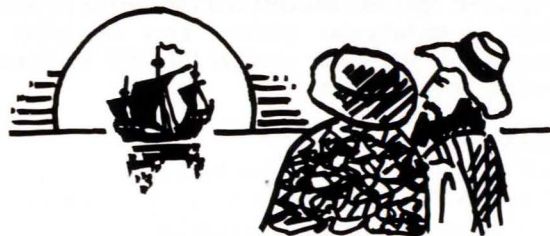
The Kodak Instamatic 255-X color outfit has a Suggested Retail Price of \$36.45. The outfit contains the camera, 12-exposure Kodacolor II film, wrist strap, magicube and instructions.

When ordering, ask for Cat. No. 401 3371.

the quieter guide

ONCE, not really long ago, two photo dealers, Wise and Notso, arrived upon the shores of the Land of Pictures to seek the fabled City of Fortune.

From among the inhabitants, they sought guides to lead and supply them, and thus spare them the perils of the journey.



Wondrous were the claims made by the guides who clamored 'round them. They sang long and loud of secret shortcuts and mysterious devices to make the journey more profitable. The Dealer Notso chose such a guide and galloped hurriedly off into the forest seeking the road.



The Dealer Wise, drawn to a guide who sang softly, noticed a red symbol emblazoned on the yellow tunic of the guide — a symbol known to represent fidelity and trustworthiness. When asked, this guide showed a scroll that revealed he had first marked a trail to the City of Fortune; had, in fact, built the road and bridges and, indeed, knew every step along the way.



Thus, the Dealer Wise selected the quieter guide, who planned with much care the route for the journey. They travelled well and steadily, for the guide did not advise a single step until all things were in readiness. So well chosen was the trail that even along the way Dealer Wise found a plentitude of profits.

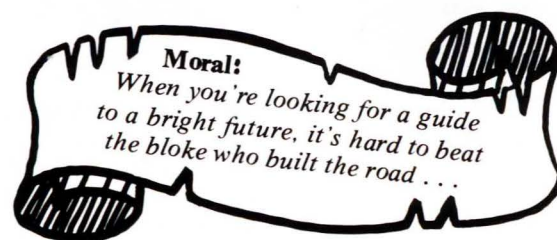


From time to time as they journeyed, other would-be guides leapt from the forest and offered Dealer Wise tempting routes, special stopping places, and glamorous idylls. The quieter guide paid them little heed and the Dealer Wise, though tempted, recalled, alas, how far he had come and how well and continued his trust in his guide. He remembered the symbol emblazoned on the tunic.



Thus, in due time, the Dealer Wise came unto the fabled City of Fortune, and he could see that it was all he had hoped.

When he enquired about his colleague, the Dealer Notso, he learned that he had not yet arrived; although it was said that his voice could be heard on certain nights still crying in search of the trail. Dealer Wise was saddened, to be sure. But there was so much to be done that he was quickly busy at his trade in his new and rewarding place.



... A Happy Christmas and a Prosperous New Year from the people at Kodak.