

SalesNews

FEBRUARY, 1976

Travellers Kit Gives New Camera Sales Opportunities



An exciting new outfit from Kodak — the Kodak pocket Instamatic 200 traveller's kit — should be just the thing to get camera sales moving again in YOUR store, now that the Christmas rush is over.

Like the popular 'go-anywhere' kit, the traveller's kit features a special carrying case which holds the camera (in a separate compartment), film, magicube and extender. And, with this kit, we're featuring the successful pocket Instamatic 200 camera with its extra benefits of a two-speed shutter and brightline viewfinder compared to models 100/92.

Easy to carry, easy to use.

We've designed this special outfit to be easy to carry (there's a handy carrying strap) and to store in a handbag or briefcase. And, your customers will find it easy to use because all the accessories needed for picture-taking are stored in the one small pouch.

Of course, the Kodak pocket camera has all the easy-to-load, easy-to-use benefits of all Kodak cameras — and don't forget to tell your customers about the big prints produced by this tiny camera.

Value for money.

At a suggested retail price of \$34.95 (only \$2.45 more than the standard model 200 outfit), this kit represents exceptional value. And as an extra bonus a 20 exposure film is supplied instead of the 12 exposure film normally packed with the outfits.

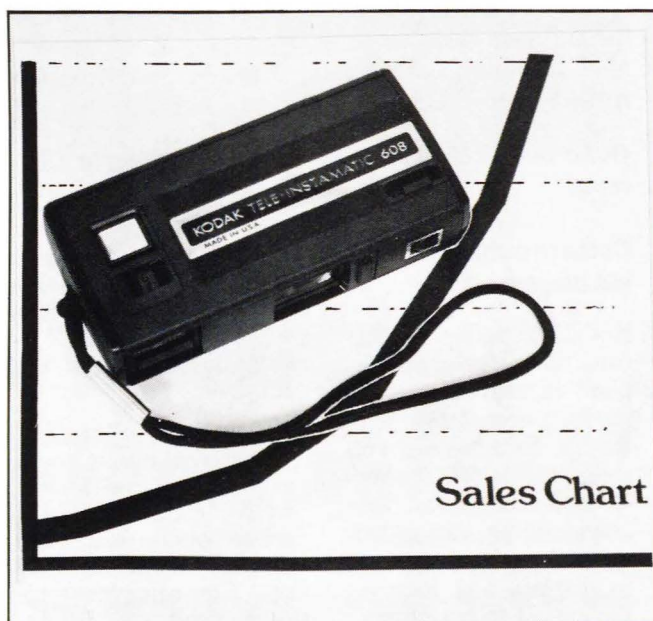
Limited offer.

The traveller's kit is now available on a 'while stocks last' basis. This is a 'limited offer' product.

Order now.

With a big pre-Easter advertising schedule lined up, you'll want to be sure that you have good stocks to display and sell. So, why not complete the enclosed order form and send it off to your Kodak Branch right away!

TELE-INSTAMATIC CAMERA A HUGE SUCCESS



Many dealers have reported strong customer demand for the new Kodak Tele-Instamatic 608 camera outfits — in fact, dealer orders over Christmas exceeded the available stocks.

We'd like to thank the photo dealers who got behind this product — we think the results prove their wisdom.

By the time this appears, we should have further stocks available and we are hoping to maintain adequate supplies from now on.

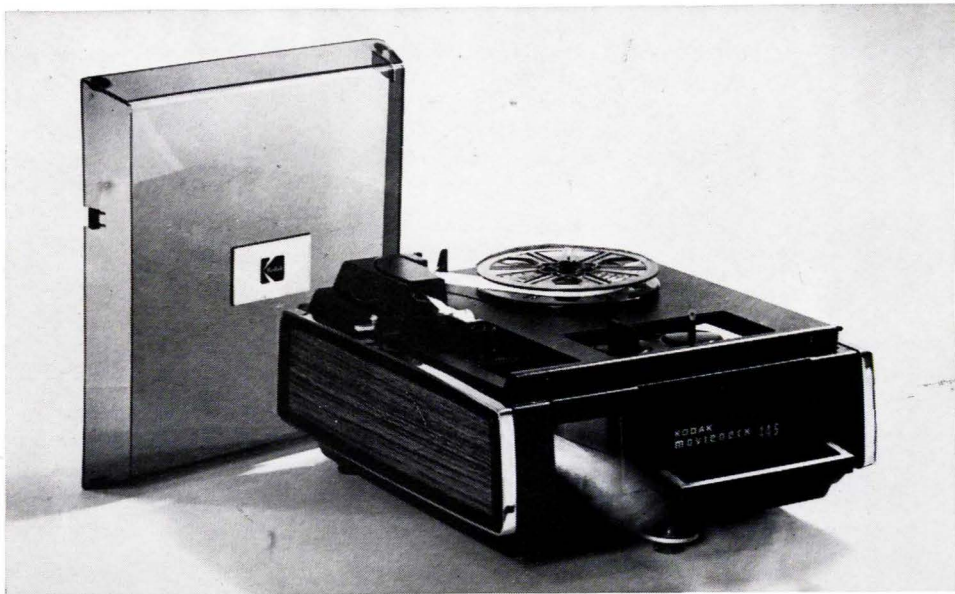
The Tele-Instamatic camera, and the new traveller's kit announced in this issue of Sales News, are two initiatives we've taken to help you build your camera (and therefore film and processing) sales.

It looks like being a good Autumn!

Please note:

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

STYLISH NEW MOVIE PROJECTOR RELEASED SOON



Available soon from Kodak. A new look in prestige movie projectors — the Kodak Moviedeck 445-Z movie projector.

Here's the new look in silent movie projectors — the low profile Kodak Moviedeck projector. No more ungainly upright exposed take-up reels — the horizontal design and concealed take-up reel make this projector an attractive piece of furniture. And it's feature-packed too!

- ★ Automatic threading — right into the take-up reel.
- ★ Automatic rewind at end of film.
- ★ Dual gauge — super 8 or 8 mm at the touch of a lever.
- ★ Single frame projection.
- ★ Forward or reverse projection.
- ★ Slow motion (6 F.P.S.) in forward or reverse.
- ★ Fast forward and rewind through gate — allows rapid selection of any required scene in the movie.
- ★ 20-32 mm zoom lens.
- ★ Easy to carry — built-in carrying handle, and the power cord and spare lamp store inside the projector.
- ★ Great new styling — low profile design, wood-grain trim, smoke-tinted dust cover.

So, for your customers who insist on the best in projection equipment, the Moviedeck projector is a really exciting new release with many unique and desirable features.

Initial supplies should be available pre-Easter, but in limited quantities only. **Order now to receive priority allocation!** (Remember — attractive discounts for purchases of 10+ (10%) or 5 to 9 (5%) Kodak cameras and projectors in the \$30+ trade price bracket.) Final prices were not available at the time of going to press, so check with your Kodak Branch.

Alternatives to Kodachrome II Professional Film Type A



Kodachrome II professional film, type A, has been popular for many years with advanced amateur photographers, as well as being used for medical, dental, commercial and scientific applications. Now, like other Kodachrome II still and movie films, it is being phased out. However, unlike the other 'old' Kodachrome films, no direct replacement is available in the new Kodachrome 25/40/64 film range.

Many photographers have asked us to suggest alternative films, and it is suggested that users of Kodachrome II professional film type A may wish to experiment with a daylight type film (e.g. Kodachrome 25, Kodachrome 64, Ektachrome X or Kodak photomicrography color film 2483) with an appropriate light balancing filter — 80A for 3200K illumination or 80B for 3400K illumination.

Alternatively, high speed Ektachrome film, type B, is available for those requiring a film balanced for artificial light (3200K).

For those workers requiring high contrast, very high resolving power, and excellent color saturation, and where a film speed of around ASA 4 or ASA 5 is acceptable, Kodak photomicrography color film 2483 is recommended.

Your Kodak Branch can provide further information.

SOUND MOVIE NEWS

There are some exciting moves afoot in the pricing and packaging of Kodak Ektasound movie equipment, that could result in improved sales and profit for you.

\$25 off

That's right. \$25.00 off Kodak Ektasound movie projectors. We need to reduce our inventories, and while stocks last we've lopped \$25 off the trade price of Ektasound 235 and 245 movie projectors. This means you can buy an Ektasound 235 projector at a tax included price of less than \$235 (suggested retail price \$366.68), or a model 245 for around \$322 (suggested retail price \$490.25). And you can save even more by buying 5 or more or 10+ units (yes, other specified Kodak cameras and projectors can be included to qualify for quantity discounts).

Order now, while stocks last, using the enclosed order form.

Camera outfit packs aid display.

Kodak Ektasound movie cameras will soon be supplied in attractive outfit packs, complete with Kodak Ektachrome 160 sound movie film, batteries and accessories. This change in packaging will make these cameras easy to display, and increase the appeal to customers.

Price details of Ektasound movie outfits are given in the latest issue of the Kodak Price List — Consumer Products and Services.

We expect Ektasound 140 movie outfits to be available by end March, while Ektasound 130 movie outfits are available for immediate delivery. You can place your order now!



TV Promotion for Traveller's Kit

About to be released on a 'while stocks last' basis, the new Kodak pocket Instamatic 200 traveller's kit will be promoted through television in all capital city and major regional markets.

A special 10-second spot commercial will be used to make consumers aware that the popular Instamatic 200 camera is also available in a special package for convenience in travelling.

This advertising will appear regularly during the 3-week period leading up to Easter — an

ideal time for retailers to make the most of the opportunity offered by the many thousands of people, young and old, travelling over the Easter holiday period. The message will be quite clearly a 'while stocks last' offer. The TV coverage will be supported by full-color advertising in 'Reader's Digest', a special display showcard on which the kit can be hung, and an insert in all processing orders leaving Kodak laboratories during April.

Be sure you hold good stocks to meet the anticipated consumer demand.

KODAK PRODUCTS BENEFIT HOME DARK ROOM ENTHUSIASTS



A variety of new products has been released by Kodak in recent weeks which will be of special interest to keen amateur photographers, especially those who process their own films.

Kodak C-41 processing kit, to make 1 litre.

Now available in an 'amateur' size, the C-41 processing kit is designed for use with Kodacolor II and Kodak Vericolor II films. Users of this kit will find that they can process 126, 135 or 110 film in less than 25 minutes (not including drying). The kit contains developer, bleach, stabilizer and fixer concentrates, and is supplied with full instructions.

Kodak projection print scale.

A useful aid in producing correctly exposed enlargements, the Kodak projection print scale should soon pay for itself in paper saving. It consists of a negative divided into 10 sectors of varying density, each indicating a different exposure time. Will give an accurate test strip with just one exposure. List price \$5.85.

New publications.

From the Kodak bookshelf, we now have available a new publication AE-104, 'The Third and Fourth Here's How'. This is a combined edition of 'The Third Here's How' (AE-84) and 'The Fourth Here's How' (AE-85), which have been discontinued as separate publications. While the articles are basically the same as in the separate editions, they have been updated to provide the latest information on products and procedures.

The twelve articles in this 128-page book cover such diverse topics as photographing children, wildflowers and antique cars. Also documented is slide manipulation, print finishing, color printing, movie lenses and several other photographic subjects. Suggested retail price is \$4.42.

Another interesting publication available from Kodak is the British Journal of Photography Annual, 1976. This beautifully illustrated book will delight any photographic enthusiast. Available only while stocks last, the suggested retail price is \$12.73.

Cable releases.

A useful accessory for owners of 'electronic' cameras such as Kodak pocket Instamatic 400, 500, 50 and 60 cameras, is a cable release. This accessory, especially when combined with a camera stand, makes time exposures a 'breeze', and greatly extends the scope of the camera.

Kodak now offers a choice of two Rowi 25 cm cable releases, priced at \$1.53 (without locking facility) and \$1.78 (with locking screw). Also available is the Kodak Instamatic camera stand (without cable release), suggested retail price being \$2.13.

Any of these new products can be ordered using the handy order form supplied with this copy of Kodak Sales News.

Pocket Camera Repairs

All Kodak pocket Instamatic cameras are repaired at our Coburg (Victoria) factory. Before the cameras reach the repair shop at Coburg, each Kodak branch office enters the details in a register so that if the need arises, they can make an enquiry on your behalf.

That's how the system is supposed to work, but sometimes it goes off the rails because a dealer places the camera inside the Kodak Services Envelope, instead of wrapping the envelope around the camera and securely fastening them together with elastic bands.

The problem is that if a pocket camera is placed inside the envelope, it might be mistaken for a roll of film and sent direct to the laboratory. Then, when the true contents are revealed, it is too late for the local branch to record the camera in the register.

We do our best to make sure all cameras received for repair are properly registered, and it would make our job easier as well as your job, too, if the cameras are not placed inside the envelope.

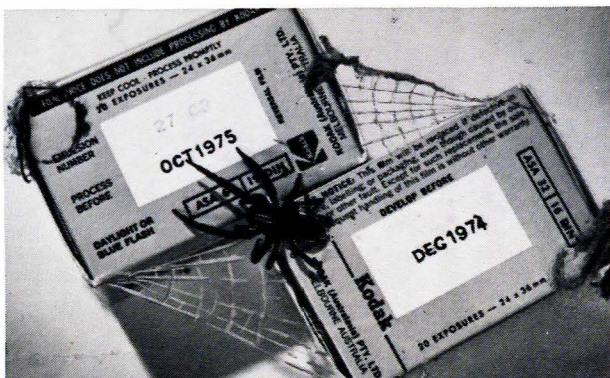
Prompt service time is all important and we want to keep you and your customers happy. So please, would you make sure everyone in your store is aware of this need. Just remember, DON'T place the camera inside the envelope, but DO wrap the envelope securely around the camera.

Repair Prices

Did you realise that the quarterly KODAK Price List — Consumer Products and Services includes full details of the charges applicable to repairs?

This list of repair charges has been so arranged that the various repair classifications will enable you to give customers an estimate of the repair charges at the time equipment is left for repair.

A good idea would be to indicate to the customer what the likely repair charge will be, and you will find that this will avoid misunderstandings regarding charges, and will prevent delays in obtaining price quotations.



Don't be 'caught short'

Short-dated, that is. Now, after the Christmas rush, is a good time to check that your film stocks (batteries, too) have been rotated correctly, and there's no short-dated or

stale products under that stock of fresh, new film.

Don't neglect camera outfits, either. Many contain film and some have batteries, too. Make sure that films in outfits are

Metrication Goes Ahead

As just about everyone is aware, the metric system is replacing all Imperial and other weights and measures as the sole system of measurement in Australia. At Kodak, having changed many of our chemical products to metric sizes, we are now phasing out Imperial sizes of photographic paper.

Preferred Metric Sizes for Paper.

The following table shows the new metric sizes of photographic paper (black-and-white and color) together with inch measurements of each. These are the same as, or very close to the old discontinued sizes.

Metric Sizes for paper.	Inch Measurements (approx.)
8.9 x 14 cm	3½ x 5½ in.
12.7 x 17.8 cm	5 x 7 in.
17.8 x 24 cm*	7 x 9½ in.
20.3 x 25.4 cm	8 x 10 in.
24.0 x 30.5 cm*	9½ x 12 in.
27.9 x 35.6 cm (color only)	11 x 14 in.
30.5 x 40.6 cm*	12 x 15 in.
40.6 x 50.8 cm	16 x 20 in.
50.8 x 61 cm	20 x 24 in.

* New size.

These metric sizes are now being printed on our packages and quoted on our invoices. Please use them (with the correct Kodak Item No. if possible) when ordering your fresh stock.

Most Photographers will be using Common Names!

Worth knowing is that most photographers, on the recommendation of the Metric Conversion Board and the Institute of Australian Photography, are expected to refer to prints and enlargements by their 'Common Names'.

These have been derived from the true dimensions of the paper used, by simply rounding each to a whole centimetre. Thus in general usage, including photographer's price lists, '20 x 25' or simply 'twenty by twenty-five' will refer to a print on paper of size 20.3 x 25.4 cm.

You will be familiar with some of these as they have been used by our processing laboratories for enlargements for more than a year. We also expect that albums, mounts and picture frames will be sized in this way, e.g. 'to suit 20 x 25 prints'.

Here is a full list of the Common Names, together with the paper size associated with each.

Common Name for Prints (cm)	Corresponding Paper size:—
9 x 9	8.9 x 8.9 cm*
9 x 13	8.9 x 12.7 cm*
9 x 14	8.9 x 14 cm (Postcard)
10 x 13	10.2 x 12.7 cm*
13 x 18	12.7 x 17.8 cm
17 x 22	16.5 x 21.2 cm*
18 x 24	17.8 x 24 cm
20 x 25	20.3 x 25.4 cm
24 x 30	24.0 x 30.5 cm
28 x 35	27.9 x 35.6 cm (color only)
30 x 40	30.5 x 40.6 cm
40 x 50	40.6 x 50.8 cm
50 x 60	50.8 x 61 cm

* These sheet sizes not stocked by Kodak (A'sia) Pty. Ltd.

When you order.

Some types and sizes of Kodak paper will still be available in the old Imperial sizes for some time, in other cases only the new metric sizes are available. As a general rule, we suggest that you order and stock the new sizes only, where they are available. Your Kodak Branch will suggest alternatives should the specific size ordered be unavailable.

rotated regularly, and that batteries are also replaced with fresh stocks every 3 or 4 months.

A regular, scheduled check of film and battery stocks is a good idea and this should be done at

least twice a year (say, just after Christmas, and again about July). More often is even better.

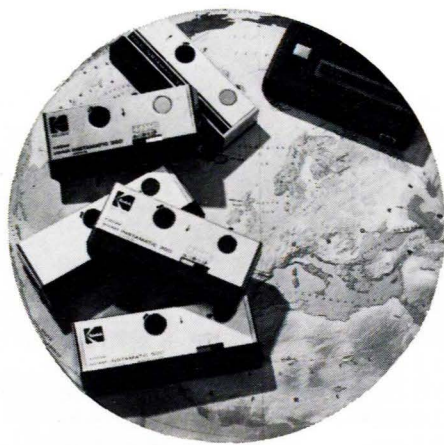
An efficient system of stock rotation is good business! Don't be caught short.

How to Sell More Photo Products Part 2

Continuing the step-by-step plan to increase the sales from your Photo Department

Step 4: Rehearsing the Simple Camera Line

When you stock the range of *Kodak pocket Instamatic cameras*, you are selling the most popular method of picture-taking in the world. Because they are so easy to use and give sure results, pocket Instamatic cameras appeal to people of all ages as a means to remember their lives in pictures.



Who buys simple cameras?

Almost anyone who walks into your store is a prospect for a simple camera. And selling to this broad range of customers is not complicated because each prospect has basically the same buying motive — a simple, convenient and inexpensive way to record life's best moments.

In fact, customers differ only in their choice of what they want to remember — mothers want pictures of their children — travellers want to remember the places they have seen — young people want to record all the fun of growing-up.

Your job is to show these people how the Kodak pocket Instamatic camera will take the pictures they want.

Kodak Aims at 'Invoice with Goods'

Many photo dealers have asked us when we will be able to provide cost price information 'with goods' and we are very conscious of the desirability of this method of invoicing. 'Invoice with goods' helps you to price goods quickly and accurately, automatically alerts you to price changes, and reduces the need to rely on separate price lists and catalogues.

Our Melbourne Branch customers have been enjoying the benefits of this system for some 12 months now, and new computer equipment now on order will enable us to provide invoice with goods for customers of our Sydney, Brisbane, Adelaide and Perth

Branches during the second half of 1976. Interestingly, Kodak will be one of the first companies in Australia to install the recently announced IBM System 32 mini-computers (in Brisbane, Adelaide and Perth), which will make 'invoice with goods' in these 3 branches a viable proposition.

So, by the end of this year, more than 90% of Australian photo dealers should be receiving invoice with goods. The other 10%, customers of Newcastle, Canberra and Townsville Branches? We have a number of options under consideration and hope to have some good news in the near future.

Sell in terms of pictures

People who want simple cameras are just not interested in technical details — the camera is merely a means to an end, and that end is the wallet of pictures they receive back from the processing laboratory.

Therefore, base your sales demonstration on the tried-and-true technique of Benefits and Features. This simple technique allows you to tell the customer all that he needs to know about a camera without confusing him and without jeopardising the sale because you left out some important point.

Study the chart below. Stress the benefits first, then explain what the camera can do for the customer, and finally, expand on the features that make the benefit possible.

POCKET CAMERAS

Benefits

Kodak pocket Instamatic cameras can be loaded instantly and easily
You get good, dependable flash pictures with pocket Instamatic cameras
You have a choice of color prints, color slides or black and-white prints
The film type and exposure number are always visible
It's easy to "preview" pictures with a Kodak pocket Instamatic camera
You do not spoil pictures by double exposure

There is no time wasted in winding-on
You can take your pocket Instamatic camera with you everywhere you go

Features

- They use 110-size film in drop-in cartridge
- They use reliable Magicubes
- Because of the range of 110-size film available
- Because of the viewing window in the camera back
- Because of the bright, clear viewfinder
- Because the film must be advanced before the shutter will operate.
- Because of the quick film advance slide
- Because of its compact size

Step 5: Rehearsing the Movie Line

Kodak XL movie cameras are as easy to use and are as popular as Kodak pocket Instamatic still cameras. The cameras take super 8 movies in beautiful colour, and in full sunshine as well as existing light conditions.

The boom in super 8 movies

Home movie making is now as easy as still picture-taking. Since the super 8 format was introduced by Kodak in 1965, people in their thousands have discovered the fun that is to be had from home movies. What is the reason for this surge in popularity? It can be summed up in one word that should be the basis of your sales approach: *Action!* Movies preserve action and enable people to relive pleasant moments just the way they happened . . . and in color.

XL MOVIE CAMERAS

Benefits

You can load instantly, easily
You do not have to wind-up the camera
Indoor filming is easy

You can prevent accidental camera operation
You can tell at a glance how much film is left
You have a choice of films (except XL 320 model which accepts only type 'G' film)

Features

- Just drop in the film cartridge
- It is powered by a battery-driven electric motor
- The fast lens and 230° shutter lets you take movies indoors without movie lights
- Convenient shutter release and lock control
- There's a film footage counter
- Fast Kodak Ektachrome 160 movie film; Kodachrome 40 movie film; new Kodak Ektachrome 160 type 'G' movie film which can be used under any light conditions without correction filter.

Always make it a point therefore to feature Kodak XL movie cameras in your photo department and window displays.

Sell movies as an easy inexpensive way to save all the fun and *action* of family life.

Repeated sales opportunities

To back-up your sale of Kodak XL movie cameras, there is a wide range of Kodak movie aids. Keep your customer's interests in mind all the time and you will find many opportunities to offer him movie camera gadget bags and cases, film splicers, projection screens, and extra film reels and cans.

Your comprehensive movie-accessory inventory will pay dividends as customers are most receptive when they can see that you stock them and can recommend them with confidence.

In conclusion, stress to all customers that good, clear pictures are just a matter of aiming and shooting. Since taking snapshots is so easy, you can assure good pictures even on the first roll of film.

Doorway to extra sales

The sale of the camera opens the way to many additional sales of photo aids. Your success at this point depends on the interest you show in the customer's results with his new camera. By offering encouragement and good advice you will inspire not only extra film and processing sales, but you also open the door for sales of a variety of photo aids and accessories.

For instance, at the time of the camera sale, suggest a camera case or gadget bag, extra film and magicubes, or one of the helpful "hints and tips" books published by Kodak.

When a customer returns to have his first film processed, go over the range of processing services and always suggest another roll of film.

As the customer gains confidence in his picture-taking, your interest in the past can naturally lead to suggesting one of the wide range of accessories such as albums and picture frames, etc.

Through the sales of these accessories, you can add substantially to your original camera sale. By demonstrating your interest in your customer's progress, you will ensure that your store will come to mind first whenever the need arises for film or other photo items.

The market for movies

Young parents with growing families are the best customers for movie cameras. High on the list too are tourists. When these people ask to see a movie camera, or when you suggest a movie camera, your job is to sell the satisfaction of movies and the fact that they are easy to take.

Simplicity is the key

Taking movies is as simple as taking a snapshot. You can prove it quickly by showing how easy it is to load the camera — just drop-in the super 8 cartridge and the camera is ready.

Once again, use the Benefits and Features method for a successful sales presentation. Remember to stress the benefits first, then explain the features that make the benefit possible. Study the chart below:

Next Issue:

FILM PROCESSING—YOUR STRONGEST LINK; POLISHING YOUR SALES PERFORMANCE.

We Were Wrong

In our last issue, we incorrectly identified a Queensland chemist, Mr. Ian Bennett, as Mr. Ian Burnett. Our apologies to Mr. Bennett.