

Please pass this Kodak Sales News on to your staff to read

# Kodak Sales News

May/June, 1971

# "SOUNDS TERRIFIC"





Handy  
Photo Hints



Framing color prints and enlargements

More and more people are having extra color prints and enlargements made from their favourite snapshots, and they are buying frames with glass fronts in which to mount them.

To prevent the print from adhering to the glass, suggest to customers that they maintain a slight separation between the surface of the print and the glass.

The Hogarth and Reynolds Frames stocked by your local Kodak Branch are fitted with a concave glass which minimises this problem.

Alternatively, your customers can use a frame with a cut-out mount that acts as a spacer. Either way, they do not risk damage to the print if they wish to remove it from the frame at a later date.

How to Sell More Photo Products!

Included with this issue of Kodak Sales News is Part 1 of a series of three articles which we hope will help you to improve your photographic business. Over the next two following issues we will print

more on this subject, so may we suggest that you file these away carefully as they will contain a great deal of useful information. (A good place to keep them might be in the Kodak Dealer Sales Course Binder.)

Hot Property!

A good piece of advice to customers is, never leave a camera or a roll of film where it can be affected by heat. This should apply to your stocks of cameras and film too. Several dealers have had cameras and other accessories that were part of their window displays affected by heat from the sun or display lights, with the result that they were warped or damaged in some other way. We don't want to discourage you from erecting effective window displays of our products, but we would like to advise you against positioning them where they are exposed directly to heat.

The temperature in your windows can reach well into the 100's, and if you are not careful you will find that the products on show will be damaged. When arranging your camera displays, always locate them out of range of the sun and never put them directly under or near strong display lights. And please, at all costs, *never* put sensitised products, such as film, on display where they can be affected by heat. If you wish to display film, ask your Kodak Field Representative for a range of dummy film cartons. They do the job just as well as the real thing without any of the risks. (They're good security too!)

Unclaimed Photo-finishing Orders

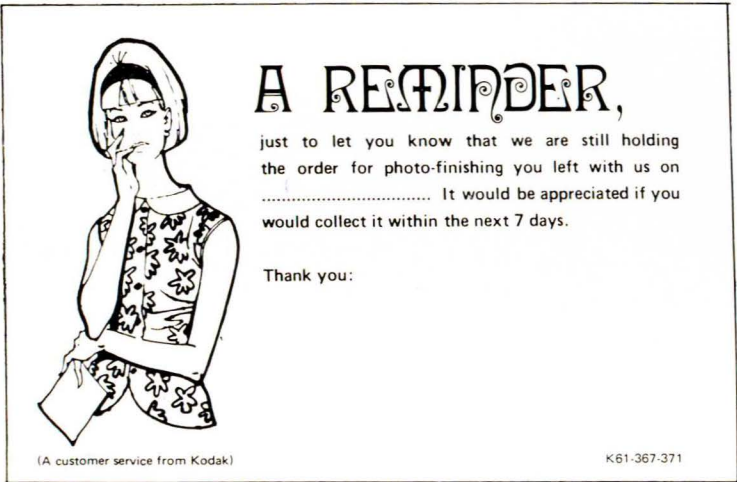
In an effort to reduce the numbers of unclaimed orders, we are putting into effect two important systems which we believe will reduce the inconvenience and cost of this problem. They are:

- 1. After September 1, we will only accept

unclaimed orders for credit which have the customer's FULL name AND address. You can appreciate that this action will benefit you, too. If you have the customer's full name and address it will help you to contact him to let him know that his order is ready for collection. If for some reason you are unable to contact the customer and the order is returned to Kodak for credit, it will begin to make our task easier if we have the customer's name and address.

- 2. To assist you to remind the customer, we have produced a special reminder post card (see illustration). These are available free of charge from your local Kodak Branch. We recommend that you always keep some on hand.

A thoughtful reminder is often all the customer needs, and if you make good use of these cards we are sure you will unite many forgotten pictures with grateful customers.



Non-Kodak Color Reversal Films

Quite a number of Kodak dealers are sending us other makes of color reversal (slide) films for processing.

We regret that we are unable to process these films, and we can therefore only pass these films to the respective manufacturer's laboratory.

This means a delay in the processed film reaching the customer, so it would be appreciated in future if dealers would send these films to the correct laboratory.

For your information, Kodak can only process the following color reversal films:

Kodachrome II, Kodachrome-X, Kodak Ekta-

chrome-X and Kodak High Speed Ektachrome (Daylight or Type B) Films.

We can however offer the following range of photo-finishing services for other makes of color negative film:

Color Negative Type	Kodak Photo-finishing Service
Agfacolor film or negatives (masked):	All services, including KODAK Duo Print pictures, Enlargements and Color Slides
Ferranicolor film or negatives (masked):	
Ansco color negative film or negatives (masked):	All services as above, except Color Slides.
Fujicolor film or negatives (masked):	
All others, negatives only:	Prints only: 2R, 3S, 3R.



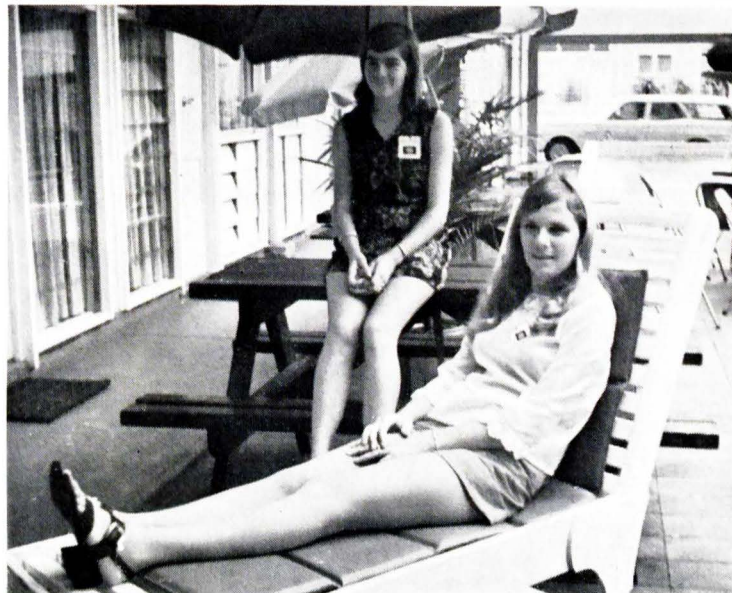
## Kodak Dealer Sales Course (Pool Side)

We cannot promise tropical pool-side luxury at every course, but we can guarantee that your staff will receive a thorough grounding in Kodak cameras and films.

These fortunate young ladies attended a recent Dealer Sales Course at a motel in Cairns, complete with a swimming pool where they were able to relax and enjoy a swim between classes.

At every course students are given practical experience with a Kodak Instamatic camera and this picture was taken by a student, Miss F. Campagna, of D. J. Moynahan's Pharmacy, Cairns, using a Kodak Instamatic 233 Camera.

Whilst other branches conduct the course in less glamorous surroundings, their classes are just as relaxed and enjoyable.



## Color Finishing Enquiries

If you have an enquiry about a color finishing order, and need to refer it to our Color Services Laboratory, this is the system you should follow:

1. Enclose the complete order, *with the original color finishing envelope*, giving full details of the enquiry. Place these in a new color finishing envelope.

2. Write 'ENQUIRY' in the contents section of the new color finishing envelope.

3. Send the enquiry direct to the *Color Services Laboratory* (as with new work), and *not* to your local Kodak Branch.

This system ensures that enquiries receive prompt attention and are returned quickly.

## New Price List now available

A supplement to the 1971 Kodak Consumer Products Catalogue has been printed. It details both the suggested retail tax-included price and the dealer price, plus tax, for all the items listed in the catalogue.

Copies are being distributed to dealers by our

Sales Representatives at the present moment.

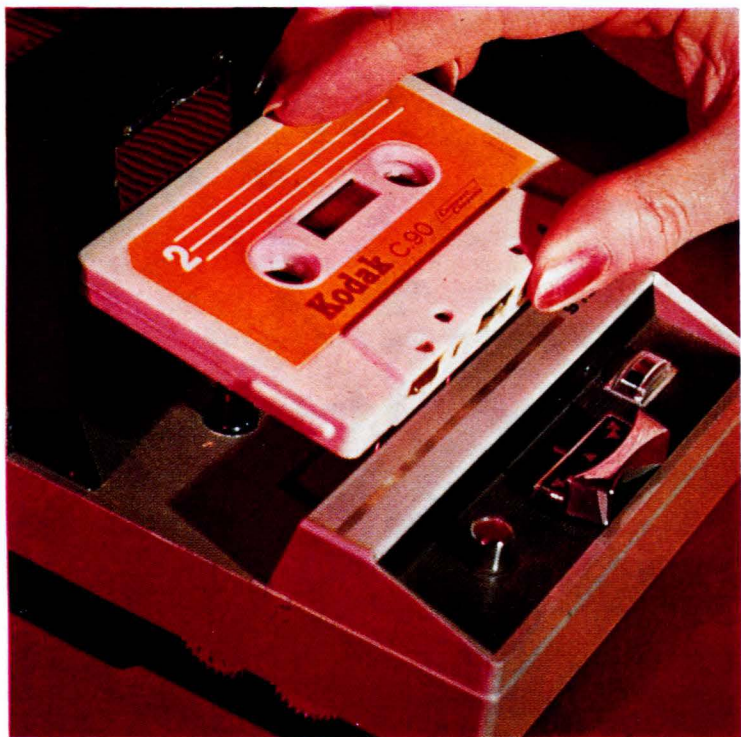
For your convenience, the price list is indexed to the page numbers in the catalogue. To find a particular product, you simply look for the catalogue page number on the left-hand side of each page of the supplement.

**KODAK (Australasia) PTY. LTD.**

Branches in all States



# Kodak Compact Cassette Tapes!



Join with Kodak in one of the fastest growing markets in Australia — the Compact Cassette Tape Market!

Yes — Kodak is now in the magnetic sound tape business with three new products — the C60, C90 and C120 Kodak Compact Cassette Tapes for 60, 90 or 120 minutes of sound enjoyment.

Who are your customers? Just about anybody who walks into your store — teenagers, students, young marrieds, businessmen, photographers — all have some good reason to want to record the sounds in their lives.

The kids want to record these sounds, young couples want baby's first words on tape, students need lecture notes, businessmen want a record of important conferences, and photographers need a convenient way to add sound to their pictures.

All these people are buying Compact Cassette Recorders by the thousand, so it makes sense for you to be the one who can supply their compact cassette tape needs.

## About the product

Kodak Compact Cassette Tapes live up to the Kodak tradition of quality and performance. They carry-on the 'easy-to-use' principle, too — simply drop the cassette into the recorder and switch on. Kodak Compact Cassette Tapes won't date either — they remain fresh at all times, so you are free of the worry of out-dated stock.

Kodak Compact Cassette Tapes fit any standard cassette tape recorder and are available as follows:

	Kodak Compact Cassette Tapes		
	C60	C90	C120
Total listening time (two tracks)	60 mins.	90 mins.	120 mins.
Tape length (metres):	90	135	180
Time per track:	30 mins.	45 mins.	60 mins.
Suggested retail price (sales tax included):	\$2.45 ea.	\$3.30 ea.	\$4.15 ea.

## Merchandising

You can purchase Kodak Compact Cassettes as single units, or in a common-tape pack of 6, or in bulk containers of 60 of the same type.

You can feature your stocks in a special counter dispenser (see illustration) or displayed in association with bright, attractive showcards. If you prefer to store the cassettes in your Kodak Film Cabinet, you will find that they fit neatly in place.

## Advertising

We're delighted to be able to tell you that Kodak Compact Cassette Tapes will be promoted to the principal tape market (the younger generation) by Johnny Farnham, one of Australia's foremost young television and recording stars. Johnny Farnham will do several testimonial-type television commercials for Kodak Compact Cassette Tapes, and these will be shown on television stations throughout Australia. They will be slotted into top rating youth programmes, commanding an audience of many hundreds of thousands, almost all of whom are prospects for this new product.

The launch campaign will continue for three weeks, in Sydney, Melbourne, Brisbane, Perth and Adelaide — and for one week in Canberra, Cairns, Rockhampton, Townsville, Hobart and Launceston. We plan to launch the campaign in mid-July.

Even if you don't happen to live in any of these cities, your Kodak representative has supplies of showcards which will identify your premises with the Johnny Farnham story.

Johnny Farnham has a tremendous acceptance among teen-agers, who are the prime market for this product. It is estimated that during the next twelve months 1,250,000 unrecorded cassette tapes will be sold throughout Australia, so step aboard and secure your share of this great, new expanding market.



Place this eye-catching showcard next to your Kodak Compact Cassette Tape display.