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## Focus on: Independent Photographic Supplies

December 9, 2013 by [Jennifer Kruger](#) 0 Comments



Started 10 years ago by Stuart Holmes and Rob Voysey, two Australians who met in

Germany at Photokina in 2000, Independent Photographic Supplies, Thornleigh, Sydney, Australia (IPS, Thornleigh, Sydney, Australia, is now a successful international distributor employing 20 staff and supplying retail, wholesale, school, government and professional photo labs with the promise of the "best brands in imaging."

Stuart and Rob have a passion for the industry in which they have both worked throughout their careers. Stuart started with Kodak in the late 1970s, working in the professional photography market, then professional labs. He went on to Agfa Gevaert, then to owning and operating a high-end retail minilab, and later working as a professional photographer in architectural photography — all remaining in the same industry, but continually building new skill sets.



Stuart Holmes

Rob, on the other hand, started with an engineering degree, before a cadetship as a photo journalist in the late 1970s. Utilizing his technical expertise, he later joined Rabbit Photo

as a lab technician, and worked with Hanimex before traveling to London to be offered some great opportunities including European Sales Manager for Champion Photochemistry. He embraced the cultural experience of working and traveling to many



Rob Voysey and wife Jules

countries including Russia, Iceland and the Middle East. Returning to Australia, he became Business Development Manager for Camera House, before taking a role with online company OnPix.

When they met, Stuart was working with Hanimex and Rob for Fuji Hunt in Germany. Their friendship grew, and in 2003 there was a "eureka moment," when they decided the time was right to join forces and enter the e-commerce market, before the bigger players cottoned on to the idea! It was an ideal mix, both bringing unique Australian and international experiences to complement the vision.

Like so many businesses, they started with an idea, no customers, no staff and several pallets of chemicals to sell! It was a bold move. They looked for like-minded people to join them, and IPS just grew from there with the promise of *Good people working to offer excellent service and value for money.* By 2007, they expanded by opening a branch business in New Zealand. Moving toward the future, they want to make it easier for people to do business with them, whether it is online, a personal representative calling, or via trade shows and conventions — "We want to make it easier for people to interact and network. Whatever we can do to make our customers more successful, then that's the goal. Yes, the industry is changing and yes, there have been some tough times but there is an opportunity to 're-invent itself, re-energise and re-grow' and to look to the future with excitement ... it's time to stop talking about price and start talking about value and service," they said.

With the belief that you need to get involved if you want to voice an opinion, IPS also joined PMA, ACMP, IDEA, AIPP and IPI after incorporating in 2003. "Member associations are not mutually exclusive, ideally they should be sharing information and forming alliances — PMA front and centre, a leading light, setting

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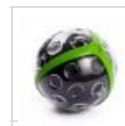
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the goals, and interacting more with members,” Rob and Stuart stated.

Outside of work, Stuart and his wife, Miriam, have two teenage boys. As a family, they spend time bush walking, taking photographs, and on other outdoor adventures, like 4-wheel driving, surfing and scuba diving, and looking for new locations to explore. They enjoy checking out Sydney events and doing what they can to support the local community. Rob is married to Jules, with three children: two teenage boys and a nine-year-old daughter. Sailing is a passion, and every Friday night, you will see Rob on Sydney Harbour twilight sailing with his mates; relaxing and possibly listening to a blend of cutting edge music and jazz.

—By Barbara Bryan, PMA Australia

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**About Jennifer Kruger**  
Jennifer Barr Kruger is Director of Communications for Photo Marketing Association International and Publisher of PMA magazine. In addition, Kruger is editor of PMA Newsline and PMA Newsline Weekly, and was previously the editor of several other industry publications. She is a contributor to both the DIMAcast ([www.DIMAcast.com](#)) and the Imaging Executive Podcast ([www.imagingexecutive.com](#)). Kruger is a 2010 ADDY Award winner for podcasting. She joined PMA in 1994.

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