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IPI also has a well-established relationship with Dakis eCommerce online photo retailing software (distributed in Australia by IPS) which will further deliver Australian and New Zealand members exclusive links to Dakis Cloud online print and marketing services.

Membership fees in Australia and New Zealand will be 'under \$100 per month' according to Stuart Holmes, and existing and new IPS customers will receive a partial refund of fees following 12 month's membership.

We feel this demonstrates to our customers and the broader photo retailing community in Australia and New Zealand a willingness to "put our money where our mouth is" and become a supplier of marketing ideas and collateral as well as products.

'Given the dynamic nature of our industry today, it's important for all service specialty retailers to join together in developing and promoting business models that provide customer service and benefits that others cannot and will not," said Brent Bowyer,,executive director, IPI.

'Our partnership with Independent Photo provides opportunities for service specialty retailers in Australia and New Zealand to participate in the world class programs that IPI has developed for its members in the USA, and also for the members in two hemispheres to share their knowledge and experience in effectively competing with others.

We are very excited about this announcement and see a very bright future for all that are members of both organizations.

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Independent Photo will have full details of IPI membership on their stand #437 at the Imaging and Entertainment Expo at Darling Harbour next week, and is keen to talk to all independent retailers about the advantages of belonging to the group.



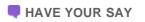
# **Your Comments**

## Posted By alan 06/17/2011 10:01:19 AM

Joining IPI was one of the best things we ever did! It may not help us directly with purchasing, but we have received (and given) great help from a switched on group of US retailers. The retreat is another PMA, and just as good, and we have taken away some great ideas from it. Looking forward to leaving Sydney on Sunday to go to Vegas to get even more ideas.

### Posted By Rob Heim 06/16/2011 06:58:51 PM

This sounds like an excellent opportunity for retailers. Not sure how it will help them with product purchases at the best wholesale prices, but improved marketing would be an excellent start. If retailers do not find the answers for themselves they will disappear and box movers will win.



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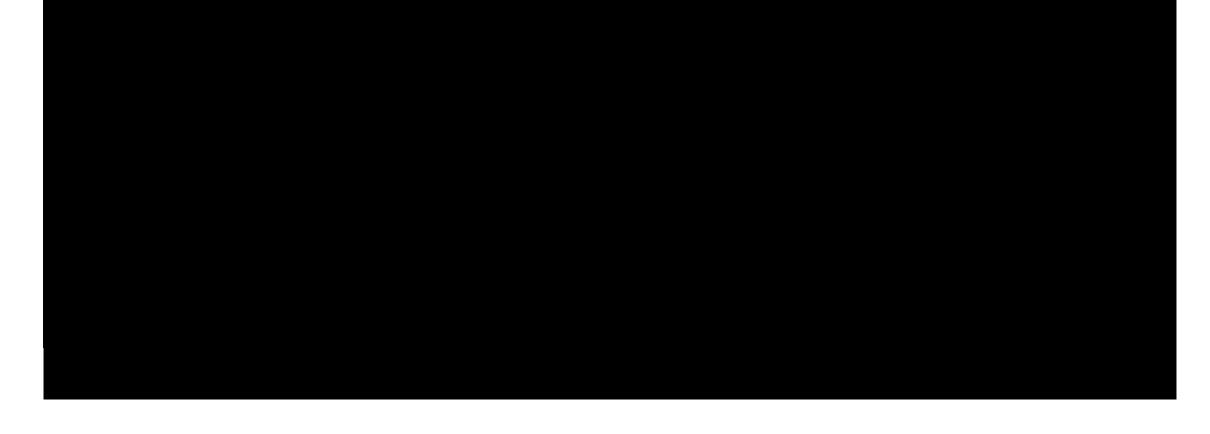
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