

07/09/10 IPS New Zealand marks third birthday



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September 2010 marks the third anniversary of Independent Photo Supplies New Zealand Ltd (IPS), providing the New Zealand Photo Speciality Market with a service orientated supplier alternative to both the 'Grey Market' and the 'Old Establishment' suppliers.

This is fully backed by industry technical sales representatives on the road and supported by a range of QC mechanisms to stand behind all products sold. And, as IPS proudly boasts "We support you, not compete against you".

IPS has introduced **DNP** (former Konica Minolta) Full Digital Colour Paper and **CPAC** chemistry to the New Zealand marketplace, providing an alternative, affordable 'third way' for independents. Other exclusive brands include **Noritsu**, **Tetenal**, **PremierArt** Canvas and **ECO** Coatings, **YouFrame** Stretch Canvas System, a range of IPS wide format media & genuine inks, **Oblo** Kiosk Software, Photo Lab supplies and now the **Dakis** eComm. Online Print, Gift and PhotoBook ordering Software. Most of these were unavailable until IPS began operations in New Zealand.

"We see a bright future in New Zealand", said IPS managing director, Stuart Holmes. "It's certainly a different market to Australia, but the challenges and frustrations facing the Photo Speciality Market are common to both countries.

"We've now settled in and feel we are making good progress, and appreciate the support and positive feedback from our Kiwi customers, who are now able to confidently 'vote with their feet' to the new committed and dedicated supplier alternative of IPS.

Orders with IPS NZ can be placed with its business managers, emailed or faxed to office or even placed online now at <https://www.iphoto.net.au/Login.aspx>

"Our mini roadshow just prior to the recent Australian PMA Show in June to launch the new dry Noritsu D1005 duplex printer and minilab was a real milestone in terms of response from customers and potential customers. And New Zealanders have been among the first to sign up for our trial of Dakis online photo services and eCommerce software, with a growing number of signed orders being received daily."

Holmes said that IPS New Zealand had 'the two best business managers on the patch' in Brian Kearney and Sam Omar.

"Not only are they extremely experienced photo industry experts, but they are well known by the local market as keen advocates in support of the independent photo speciality market," he said.

Kearney has 30 years experience with Kodak, Konica and Fujifilm in wholesale photofinishing, and key accounts roles. He has run a 165-store retail franchise and his background in minilab equipment and consumables sees him as among the most credible sales people in the country.

Sam Omar has been in the photo industry for around 25 years, among other roles launching Frontier digital minilab equipment in New Zealand and running the photographic channel for Virgin Megastores.

IPS New Zealand has its own full logistics warehouse in Auckland, ensuring timely and efficient despatch of products. The warehouse also houses the local office and a showroom facility of IPS NZ.

The company's product range in New Zealand mirrors its Australian operations, featuring the whole range of 'Best Brands in Imaging' which characterises the IPS business model. It's also the sole distributor in New Zealand for Noritsu 'Dry and Wet Process' Minilabs and accessories.

Among other benefits IPS offers is its QC Online Quality Monitoring System, which is available at no extra cost to all IPS CPAC chemistry customers, and provides online support for all areas of the country.

IPS New Zealand will be contacting all independent photo specialty retailers over the next few weeks to provide more detail on the full product range and explore opportunities for collaboration.

While the New Zealand operation is well-resourced and staffed, the strength of Independent Photo is that it is also able to call on support from the IPS Australia management and technical team when required, and enjoys regular specialist's visits. See www.iphoto.net.au for more details.



IPS NZ sales team, Sam Omar (left) and Brian Kearney, with IPS Network Distribution Warehouse in South Auckland in the background.

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