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IPS aims to keep building NZ photo market

07 Sep 2010

Independent Photo Supplies is pushing ahead with its expansion plans for the 'shaky isles'.

Having just marked its third anniversary across 'the ditch', IPS managing director Stuart Holmes said the company is now "settled in and making good progress".

"We 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," he said.

IPS has introduced DNP (former Konica Minolta) full digital colour paper and CPAC chemistry to the New Zealand marketplace. Other exclusive brands include Noritsu, Tetenal, PremierArt Canvas and ECO Coatings, YouFrame stretch canvas system, a range of IPS wide format media and genuine inks, Oblo kiosk software, photo lab supplies and, more recently, the Dakis eComm. online print, gift and photo book ordering software.

"We see a bright future in New Zealand", Holmes said. "It's certainly a different market to Australia but the challenges and frustrations facing the photo speciality market are common to both countries. Our mini roadshow just prior to the recent Australian PMA show to launch the new dry Noritsu D1005 duplex printer and minilab was a real milestone in terms of response from customers and potential customers," he said.

"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," he added.



The IPS NZ sales team, Sam Omar (left) and Brian Kearney outside IPS' distribution warehouse in South Auckland.

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reader comments

❖ As you can see, I've amended the headline and deleted any reference to "shaking up" the NZ market. My apologies for the 'artist's license' Stuart. Like most of the Aussie photo community, we are concerned about the well-being of the Christchurch community and wish them a speedy recovery.

Barrie Parsons on 14-Sep-10 05:17 PM

Hi Laurie, your trust in IPS was definitely not misplaced with IPS (thanks), because this news line title was not our byline nor any part of our Press Release. Our News story was all good news for New Zealand Photo Specialty Retailers - 'Not cheap Shots at other peoples misfortunes' - Perhaps you could redirect your comments back to the editor of Photo & Imaging News who took a bit of 'artists license' (albeit probably not with any malice) with our genuine good news story - Over to you Barrie! - Stuart Holmes

Stuart Holmes on 14-Sep-10 04:06 PM

Australians may think this is funny but for those of us experiencing this disaster everyday we can assure you it is not. Bad call IPS - we thought better of you

Laurie on 08-Sep-10 05:07 PM

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