



Retail Issues

Photo Counter Best Shots



Alan Small (Taree Camera House)

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Nine cent prints: IPS makes positive response

As a market response to the on-going discussion on photo print pricing, IPS is launching a Xmas special, offering independent retailers a 5.5c cost per print paper and chemistry bundle for most modern digital minilabs! Want to go direct to the order form? Click HERE.

Independent Photographic Supplies (IPS) is offering independent photo specialists the opportunity to respond to larger retailers cheap print pricing with a special promotional package of 'IPS Fighting Brand' Colour Paper and CPAC Chemistry through November, representing a net cost less than 5.5cents per 6x4-inch print.



IPS says this represents a saving of around 50 percent on regular materials costs.

IPS managing director Stuart Holmes decided to put the offer in the marketplace after a discussion with the ACCC which indicated there was no relief likely from that quarter for small retailers contending with 9 cent print offers from Big W and Harvey Norman.

"When I spoke to the ACCC last on this issue, I pointed out that their assertion that "what's good for the consumer is good for the economy" is not always the case.

"A large portion of the Australian economy is made up of small family-owned/operated business. There were around 3000 photo specialty retailers businesses 10 years ago and now there are only approximately 700. A significant number of Australians had lost their businesses and staff has lost their jobs due to the relentless "race to the bottom" on retail photofinishing prices driven by the multinational manufacturer/suppliers and their mass merchant/supermarket supply partners'.

"Being told by the ACCC that mass merchants & supermarkets "obviously" run cheap 6 x 4in prints as a loss leader is a cop out too, as it has devalued and commoditized a once quality-conscious market of keen amateur photographers who wanted to protect their precious memories of fun times together with their family and friends.

"And at what point do a loss leader promotional price and predatory pricing intersect?

"So, Independent Photographic Supplies (IPS) would like to respond in a positive manner by supporting the independent photo specialty channel with a special promotional package offer of IPS 'Fighting Paper' and CPAC Chemistry at a net cost to the Independent lab owner of less than 5 1/2 cents per print for paper and CPAC minilab liquid cartridge chemistry for most modern minilabs.'

"IPS Fighting Paper" is a non-backmarked but 'world class' silver



Photo Counter Poll

What's your outlook for business in the lead up to Christmas?

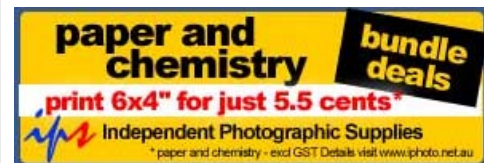
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pshuttleworth@photocounter.

halide colour paper that IPS has sourced 'with the view to levelling the playing field as an instore promotional line'. It is fully compatible with all modern RA-4 colour processors and allows independent photo specialty labs to compete in today's overheated environment.

IPS Fighting Paper is sold as a promotional adjunct to IPS's regular line of Premium Quality DNP Colour Papers, Type FD (Full Digital) which is unique in the Australian market as the only other full digital minilab paper available in a full range of sizes and surfaces from 4-inch to 50-inch wide.

'Maybe this won't solve the Industry's problems, but it's a good start!' he said. It's time for independents to vote with their feet - not just vent their spleens,' he concluded.

For further information, please contact IPS on (02) 9875 2244 or sales@iphoto.net.au, or your local IPS representative. IPS will take you through a few simple calculations to work out what you are currently paying for paper and chemistry per 6x4-inch print.

To view the Xmas bundle order form, Click [HERE](#).

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Your Comments

Posted By wally 11/05/2010 01:06:21 PM

yep big w starts the war again. 6x4 down to 10c,harveys will follow straight away,like the blind leading the blind!

Posted By Al 11/04/2010 04:06:33 PM

If you want to play with the big boys and take them on with price, you will loose. End of story. The ACCC could not give a stuff about smalll business and I do not ever expect them to do anything about either HN or Big W (10c prints on radio today) Get away from 6x4 prints and get into the more profitable things they do not do. Custom enlargements, custom canvas, custom photo books, custom other things..... When you work out what you are going to do, then spend money and promote what you are doing. There is no point having the greatest custom anything if you do not tell people what you can do. Don't rely on your supplier to do it for you - DO IT YOURSELF! as business owners, we should all have an advertising budget - probably a percent of sales. If you do not have one, its not a good way to run a retail business. Promote, promote, promote to get the (profitable) business YOU want for your store. Most small business can do better on customer service than the big guys - use your skills to beat them where they cannot compete with you. Price alone will win you nothing. Service will.

Posted By Stuart Holmes - IPS 10/29/2010 12:23:51 PM

Hi PG, Glad you asked, IPS Fighting Paper does not have a lower sensitivity compared to other leading brands of minilab paper, however it is a promotional adjunct to our DNP FD (Full Digital) Paper which is the ONLY other Full Digital paper in Australia today. DNP FD paper is designed for high intensity short laser exposure and will therefore be the BEST paper to run through your Digital Lab. Whereas, IPS Fighting Paper is designed to compete

Posted By PG 10/29/2010 06:33:55 AM

Wondering if the fighting paper has lower sensitivity and needs higher laser output as a result that can be an issue. We are one of the lucky/smarter ones that are not tied by equipment. We don't do contracts that force us in to using more expensive consumables.



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D1005
12" Single & Double Sided Minilab.



Posted By simon 10/28/2010 03:40:44 PM

I agree with Stuart, it would be nice to give HN etc, a taste of their own medicine. We were predominately Fuji everything, now we're not. I'll get the cheapest prices I can find if it means keeping the door open. If our Frontier breaks down I pay Fuji to fix it. Still cheaper than their maintenance program. Loyalty is not a swinging door as far as Fuji goes. I would love to see the ACCC take this industry seriously but they're too busy chasing Telstra.

Posted By Chris 10/28/2010 03:39:30 PM

We've been customers of IPS since the day they started. The relationship feels the good old days of our industry - when we knew, trusted - and respected suppliers. Nice to see it's gone full circle - these guys deserve success - and perhaps consider rewarding them with your business. After all, they're the competition that stops the others increasing prices even more.

Posted By Brian 10/28/2010 06:00:27 AM

Eagles don't fly in flocks. Make a decision to reposition your business or accept that others will do it for you.

Posted By Stuart Holmes - IPS 10/27/2010 03:01:55 PM

Dear 'Sceptic from Sydney', You are quite right to question us on full solution packages - Please check out our website at www.iphoto.net.au to see that IPS are indeed a full solution alternative that doesn't Compete with You, but does Support you... We are Independent and non aligned, and we offer the Photo Specialty Market the 'Best Brands in Imaging' - as per our recent 90m2 stand at the last PMA Show in Melbourne. IPS offer alternatives in Colour Silver Halide Paper, CPAC Chemistry, Tetenal Tablet Chemistry, Noritsu Wet & Dry Labs, Ink Jet Media, Kioks Software, Premier Art Canvas & Eco Coatings, Stretch Canvas systems, Dakis online eCommerce Websites, Kiosks, Print Solutions, Photolab supplies, Online QC Chemistry Support and Profiling services and Marketing Packages to name a few, thanks for asking Regards, Stuart

Posted By Pete 10/27/2010 02:40:35 PM

With all due respect I don't think that independent Fuji dealers can say that any marketing from Fuji has a positive value once you take away the damage done to the brand with its association with HN and BW

Posted By Sceptic from Sydney 10/27/2010 02:15:37 PM

Not sure that you answered the question about 50%. It looks like a nice offer but my service contract is a major issue, as is the marketing (albeit minimal from FujiFilm), do you have a total solution or are you just stirring trouble with a dubious price off offer?

Posted By Stuart Holmes - IPS 10/27/2010 12:25:45 PM

It's a great debate we have here now, and not before time! We need to reiterate the fact that the IPS Offer is PAPER + CHEMISTRY (not just paper, Jean). Following the many comments received in just the first day I would like to recommend that Independent minded lab owners please contact IPS and discuss their current concerns and situation. The world has changed and moved on since the days of the Old Big 4 (Konica, Agfa, Fuji & Kodak) and many new opportunities exist for lab owners willing to take charge of their own businesses and not just entrust it to a Brand Name sign over the door, Cheers Stuart & all the guys at IPS.

Posted By Jean 10/27/2010 11:42:05 AM

I moved to Kodak Paper through Australian Photos and the price I am paying is \$0.07 for Kodak Royal paper. I don't think this is a secret as they show it on their price list. You must have been really expensive if this new price is a 50% saving? I am buying the branded product, which works great in my Frontier 370...

Posted By Phil Thompson 10/27/2010 11:04:09 AM

Sounds good guys, now do you have a brand we can use and marketing materials and we may be onto something here

Posted By Ian 10/26/2010 07:11:20 PM

great - now the public will know how much my prints really cost me.... silly silly. and i doubt they will guarantee that cost price when i include labour, my expert knowledge power & wastage. wouldn't lower my quality for anyone. staying where i am, offering better service and quality rather than

price.. thanks anyway.

Posted By 10/26/2010 04:49:17 PM

I struggle to see how this is news. As I see it, it is advertising. Also I still can't compete unless they offer me parts and service at a reasonable price. If I stop buying Fuji Paper, my service cost goes through the roof

Posted By The other Gerry 10/26/2010 04:46:56 PM

Nice idea, pity I can't afford to take down my green signs. Do you think anyone will notice if I buy this or will I be in trouble with big brother?

Posted By Tom 10/26/2010 04:44:03 PM

Thanks, sounds like a great response but I hope you keep it going through January and February when Big W and Harvey Normans along with the bulk of the industry do the big print volumes. Nice work, come on FujiFilm I want to stay loyal with you, whats your offer?

 HAVE YOUR SAY

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