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IPS extends photo paper, canvas framing offers

January 7, 2010: IPS says it is taking up the fight against photo print discounting with its bonus stock promotion for independent retailers. In response to the popularity of its pre-Christmas offers, the supplier is now extending the promotion to the end of January.

A December IPS 'fighting' paper promotion saw orders come from all corners of the country.

'IPS are helping you "Fight the Good Fight" and compete against the 15c Print Merchants! Our bonus offer puts the profit back in your pocket!' said the promotional literature.

Special volume promotional prices on 4-inch and 6-inch gloss paper are enabling photo retailers to choose how they price against discounting competitors.

There are two sets of offers – one revolving around IPS-supplied digital photo paper and CPAC chemistry bundles.

The other is focussed on You Frame canvas mounting systems and Premier Canvas and Coatings – relatively new lines in the IPS portfolio.

Both sets of bonus offers provide substantial savings, especially for customers ordering larger volumes.

The YouFrame – Premier Canvas package that includes IPS profiling support offers retailers diversification and easy entry into high margin, in-store production of photo canvases.

'You-frame means that photo retailers can now offer "same day" mounted canvas prints. This is unique differentiation from the mass merchant chains,' said IPS sales director, Rob Voysey (pictured above left).

He said the reaction to the IPS fighting paper offer has been 'nothing short of amazing'.

'Lab owners are overwhelmed at the concept of the fighting paper. They realise that there is a supplier looking for ways to help them compete in this economic climate,' said Voysey.

'We know 2009 was a challenging year and we're keen to help retailers and dealers achieve more margin from their core services in 2010,' he said.

'We want independent retailers to realise that we don't compete against them. IPS is constantly looking for ways to support them and promote their business - hence the introduction of a fighting paper that will boost retailer profits, and diversification into high margin, premium canvas products like Premier Art and You Frame.'

www.iphoto.net.au
Rob@iphoto.net.au



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Posted By Lorraine 08/01/2010 03:02:08 PM

Well, staying with Fuji is most probably 'sponsoring' the discounts that HN and Big W get? They must need any profit from independents and CH stores to fuel the deep rebates the CE channel gets on paper, chem, labs and hardware. Every roll these other guys sell will mean a little less for Fuji so good on 'em I say. At the end of the day it doesn't matter what brand is on the back of the paper. Brand awareness seems to be a thing of the past - thankfully.

Posted By Terry 08/01/2010 01:35:03 PM

Great, I can get a whole cent discount of my Fuji price per print, thats really going to help. Thanks for trying it is appreciated but its all the other savings that HN and Big W get that hurts my business.

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