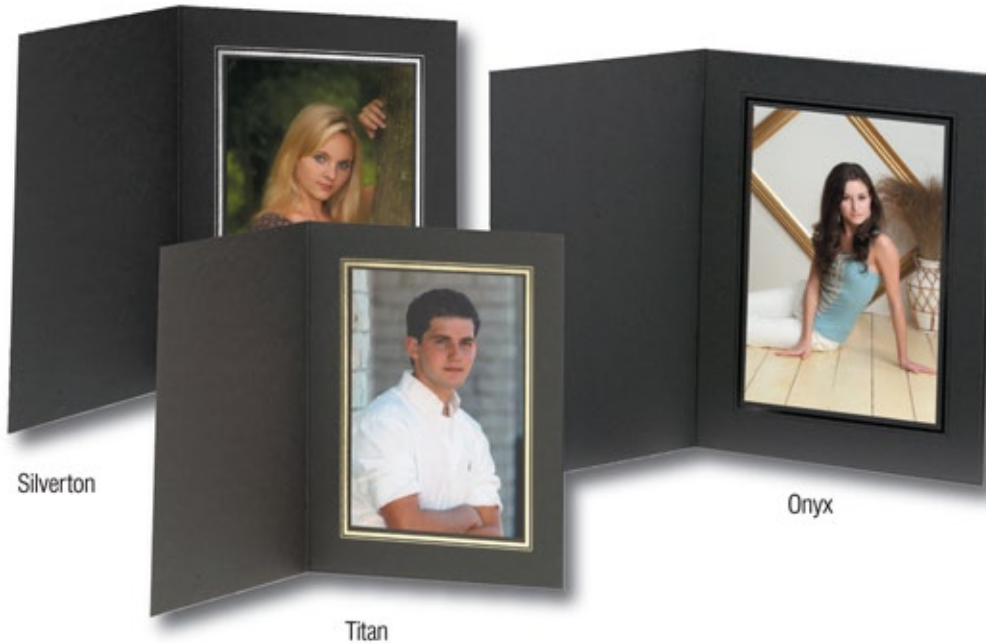


The expert guide to:

Folders – The Professional's Choice

Packaging perfection for over 168 years!



Silverton

Titan

Onyx

Since 1841, photographers have used folders to solve their packaging needs. This "granddaddy" of portrait packaging has maintained its popularity because simply put it's the *best way for a studio to present their images*. Folders are designed to enhance and protect the photographer's work and give a studio the biggest bang for the buck.

Folders come in different grades of quality and each grade has a unique purpose. A low grade folder (printed gray or lower quality recycled black folders) is ideal for proms, dances, events and low-cost volume portraiture.

High quality paper folders, with clean embossed foil borders, have the look and feel of higher quality. They are ideal for middle to high end portraiture deliveries.



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Tyndell
PHOTOGRAPHIC AND
ART SUPPLIES, INC.

Folder Advantages

- It frames, enhances and protects the photograph
- It's economical. The most cost effective way a studio can present their final images
- Takes less space to store than boxes
- Easy to mail
- Provides lower shipping costs than boxes
- An excellent way to advertise your studio. Simply emboss your logo on the folder (most smaller portraits 4x5, 4x6 and 5x7 are kept in folders which provides your business with consistent recognition when embossed with your studio name)
- It can easily be enhanced, making it suitable for high-end portraiture



Onyx – High quality paper folder



Use a folder as is or enhance its look with these simple and economical steps

1. Have your studio logo embossed on the folder
2. Enhance your folders with tissue and ribbons for mere pennies

Rules of Packaging

I.

Packaging must enhance the product appearance

II.

Packaging must increase the perceived value in the customer's eye

III.

Packaging must protect the product and make it easy for the customer to transport it

IV.

Packaging of luxury products bought as a gift must always enhance the perceived value of the gift and never lessen it, or force the giver to enhance it before giving it

The folder is the only packaging product that adheres to all of the rules of packaging.

Truths about Recycled Folders

- Paper Mills that produce recycled papers are typically old and dirty
- Recycled folders lack the look, touch and feel of quality, non-recycled folders
- Manufacturer's produce recycled folders to cut their costs and increase their profits NOT to be earth-friendly or 'green'