

The expert guide to:

Packaging With Boxes

The main purpose when using a box to deliver your work is to convey the message that your studio's work is special and that each image presented to your customer is valuable.

When properly used, a box is the most elegant and impressive way to deliver your images. The box reassures your customer that they have spent their money wisely and made the right choice in choosing your studio to capture their memories.

THE PROPER USE OF A BOX

- One Print – One Box
- Wrap each image carefully in tissue paper
- Foil emboss your studio name on each box
- Complete the look using a matching colored sribbon



HOW NOT TO USE A BOX

Do not overfill a box. This is definitely a case where less is more. Each image that you present to your customer needs to be individually showcased. Cramming all of your customer's images into one box devalues your studio's work and generates buyer's remorse for your customers.

Remember one print – one box.



web:

www.tyndellphotographic.com

email:

sales@tyndellphotographic.com

toll-free:

1-800-82-SMART (1-800-827-6278)

fax:

(734) 422-4205



SMART WAYS TO INCREASE YOUR STUDIOS BOTTOM LINE

1. **Mounting Photographs:** Mounting of prints eliminates problems such as creasing and bent corners. Mounting a print makes it more rigid and completely flat, thus making them ideal for framing.
2. **Spraying Prints:** Spraying images provides a protective coating over images. It makes photographs resistant to: the sun, water, dust, and finger prints. It allows for a print to be lightly dusted with a damp cloth.

Mounting and spraying add to the overall value of your studio's work. It gives your prints the most professional look and feel. Your customer's are willing to pay extra for both of these services.



Typical example of studio charges for Dry Mounting:

5x7	\$2.00 to \$3.00
8x10	\$3.00 to \$5.00
11x14	\$5.00 to \$7.00
16x20	\$10.00 to \$15.00
20x24	\$15.00 to \$20.00

Typical cost of Peel and Stick Mount Board:

5x7	50 pt.	.28¢ to .35¢
8x10	50 pt.	.52¢ to .60¢
11x14	50 pt.	\$1.20 to \$1.35
11x14	90 pt.	\$1.60 to \$2.00
16x20	90 pt.	\$3.25 to \$4.00
20x24	90 pt.	\$4.50 to \$5.50

NOTE: Pt. (point) is the thickness of the Dry Mount Board

Typical example of studio charges for spraying prints:

8x10	\$1.75 to \$3.00
11x14	\$3.00 to \$4.50
16x20	\$5.00 to \$7.00

Typical cost of a can Lacquer Mat Spray or equivalent brand

20 oz. can	\$12.95
------------	---------

NOTE: a 20 oz. can will typically spray 45 to 50, 8x10 prints