



Introducing The Lustre Book

Adapting to Your Needs ~ Unwavering in Our Standards

Photographers know what they want and Zookbinders listens. We heard a strong desire for a product with photographic paper and mid-level pricing. Done! Introducing The Lustre Book by Zookbinders™ – the perfect marriage of quality craftsmanship, contemporary style and premium features at a tremendous value.

The Lustre Book offers the ultimate presentation – gorgeous silver halide photographic paper with a lustre finish that is hand mounted on lay-flat pages. Design an equally impressive cover on the larger albums with any of our custom cover options – Wraparound, Leather Spine, Full Leather or Full Leather with Cameo. As an added benefit, Glove Leather is available on all large Lustre Books at no additional charge! Choose from 15 colorful choices in Glove or upgrade to our premium Distressed and Napa Leathers. With the click of a button order a set of parent album replica books to match any of the larger size albums.

With prices starting at just \$130, The Lustre Book is the perfect solution for premium features at an affordable price. To learn more, see our enclosed 2011 Catalog | Pricing Book or visit zookbinders.com.



The **Lustre** Book
by Zookbinders™

2011 Catalog | Pricing Book

The Lustre Book isn't the only good news we have to share. Here's a preview of additional new offerings in our 2011 Catalog | Pricing Book enclosed with this newsletter:

zookie pro™ – Make workflow frustrations and the dilemma of the albumless bride things of the past. See Mark's Remarks on the reverse for the motivation behind our new one-stop shop zookie pro.

No Price Increases – There will be no price increases in 2011 for the Zook Book®, Soft Cover Press Books and frames. There will be slight increases for all PhotoBooks and Matted Albums.

Size Changes – By popular demand, our 9x9 PhotoBook will be available again, however, we will be retiring the à la carte 3x4, 4x4, 4x6, 6x4 and 4.5x6 PhotoBooks and 4x6, 5x5, 5x7, 6x9 and 11x14 Zook Books.

New Matte Finish – The PhotoBook by Zookbinders® and PhotoBook Plus™ now have two finish choices: Matte and Glossy. Our new Matte Finish offers a non-laminated pebble-like surface texture with a rich, luxurious quality that shows your true colors.

Value Packs – Zookbinders' Soft Cover Press Books are now available in Value Packs of 4 to 12 books with up to 90 sides for only \$100. Value Packs make great proof books, gift books and economical marketing tools.

Whatever 2011 has in store for the industry, Zookbinders will be here with our ear to the ground, nose to the grindstone, and innovative products and services *Crafted to a Higher Standard*.



Mark's Remarks



By Mark Zucker, Founder & CEO, Zookbinders

For Photographers That Just Want to Shoot

zookie PRO.

Although I find it both amazing and unsettling that 75-80% of brides today are hiring photographers without contracting for an album, this trend cannot be ignored.

Leaving Money on the Table. Digital photography has evolved into a blessing and a curse for both the photographer and the bride. Sophisticated yet easy-to-operate equipment enables countless individuals to explore second careers in photography. Most of these new pros simply "shoot and burn," which means the bride is left to figure out how to make an album. Many of these "newbies" have no interest (nor the time) to learn about album design and are leaving money on the table by not finishing the job with an album sale.

On the consumer side, brides and other savvy customers recognize the value of owning their digital images, yet they walk away from the experience with a void in their hearts. Dealing with hundreds (or thousands) of images is such an overwhelming process that most customers lose interest and become "albumless brides."

Love to Shoot, but Dread Album Design? To help you help your brides, we're launching a "design, print & bind" service in the first quarter of 2011. We're calling it zookie pro and our tagline is: "For Photographers That Just Want to Shoot." It's the ultimate hands-free workflow solution that places quality, convenience and extra income at your fingertips while placing a beautifully designed album in your client's hands.

How It Works. Simply upload the images you want in the album using our newly simplified ordering system and the zookie pro

team will do the rest: color correction, album and cover design, printing and binding. We'll even drop-ship directly to your bride! Your images will be professionally transformed into a beautiful panoramic album layout so that you can stay focused on the parts of the business you enjoy.

Less Options Is More. To keep the process as simple as possible, we'll offer 8x8, 10x10 & 12x12 main albums and 4x4, 6x6 & 8x8 replicas as additional albums. We'll feature our new Lustre Book construction using photographic paper, and breathtaking covers using our most popular Leather Spine cover design. And just like our full product line, orders are custom created at our facility in Chicago to maintain superb quality control and quick turnaround time.

Put Your Name on the Waiting List. In an effort to ensure that we don't over-promise and under-deliver on what we know is going to be a very popular service, we're accepting reservations to beta test zookie pro beginning in December. Simply call or email your Zookbinders contact and we'll let you know as soon as a slot opens up to try out this great service.

Happily Ever After. All of us in the wedding business are responsible for creating happy endings. With zookie pro we have adapted products and workflow services so that your hands can be free for more shooting and the albumless bride becomes a thing of the past!

Mark

Join Our Social Network

Never miss an exciting announcement, timely tip, money-saving offer, inspiring story or intriguing image...



www.zookbinders.com/blog/



www.facebook.com/zookbinders



<http://twitter.com/Zookbinders>



www.flickr.com/photos/zookbindersphotos/

Holiday Closings & Best Wishes

We will be closed Friday, December 24 and Friday, December 31, 2010.

All of us at Zookbinders wish you a safe and joyous holiday season.

See Us on the Road

Come visit our booths at...

Imaging USA

January 16-18, 2011

Henry B. Gonzalez Convention Center

San Antonio, Texas

See Zookbinders at Booths #348 and #448

WPPI

February 21-23, 2011

MGM Convention Center

Las Vegas, Nevada

See Zookbinders at Booth #1329

For more information please visit:

www.zookbinders.com/zookbinders-events-schedule

Zook Notes® is a publication from Zookbinders Inc.

Please send comments and suggestions to Editor, Zook Notes at the address below:

Zookbinders Inc. 151-K S. Pfingsten Rd Deerfield, IL 60015 | Tel: 800-810-5745 | Tel: 847-272-5745 | Fax: 847-272-5978

www.zookbinders.com | E-mail: customerservice@zookbinders.com

©2010 Zookbinders Inc.
Zookbinders, Zook Notes, The PhotoBook by Zookbinders, Zook Book, and Reflectionz are registered trademarks of Zookbinders Inc.; The Lustre Book by Zookbinders and PhotoBook Plus are trademarks of Zookbinders Inc.

©2010 zookie llc.
zookie pro is a trademark of zookie llc.