



FOR IMMEDIATE RELEASE

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**Zookbinders® Expands Horizons with New Album Dimensions
and Frames Designed to Increase Sales Per Customer**

DEERFIELD, ILLINOIS – Driven by client input, Zookbinders is offering an array of new products that enable professional photographers to sell multiples of the same imagery in compatible formats and increase sales per customer.

New Horizontal Formats. Zookbinders has added a new dimension to its diverse selection of albums and photo books. New horizontal formats are available for the Zook Book® all-panorama-style album in 15x10 and 12x8 and the all-occasion PhotoBook by Zookbinders® in 9x6 and 6x4. Pricing starts at \$195 for horizontal albums and \$100 for a package of horizontal PhotoBooks.

New Frame Line Completes the Picture. Zookbinders now offers fine quality framing to complement the company's full line of Zook Books, Matted Albums and PhotoBooks. Frames are available in three finishes – black, silver and cherry – and three sizes – 5x10, 10x20 and 12x24. The 5x10 desk frame fits perfectly below a computer monitor and the larger wall frames are ideal for hanging favorite album pages. Pricing starts at \$40, including printing and assembly.

"The majority of our digital album orders are square so Zookbinders created a product line that allows photographers to frame their clients' favorite full-page panorama layouts for home, office and gift giving," said Mark Zucker, CEO/President of Zookbinders.

For More Info... Visit www.zookbinders.com, email customerservice@zookbinders.com or call 800-810-5745. Zookbinders Inc., a Chicago-based company serving the professional photography trade, is a leading provider of complete presentation solutions featuring the award-winning Zook Book®, the PhotoBook by Zookbinders®, Print to Bind service and fine quality framing.

Images: Horizontal Zook Book & matching PhotoBooks; Cherry Desk Frame

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