



FOR IMMEDIATE RELEASE

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**The Lustre Book by Zookbinders™ –
The Perfect Marriage of Quality, Innovation, Style & Value**

DEERFIELD, ILLINOIS – Zookbinders (www.zookbinders.com) has introduced The Lustre Book...the happy union of premium album features and cost-saving photo book features. The Lustre Book is distinguished by gorgeous silver halide photographic paper with a lustre finish, lay-flat pages lacquer coated for added protection, and custom leather and wraparound photo covers at a price that's just right.

Once again, Zookbinders delivers uncompromising quality, innovation and style with affordability...

Exceptional Quality. The Lustre Book offers the ultimate in page presentation – gorgeous silver halide photographic paper with a lustre finish on pages that lie flat. An equally impressive cover statement is achieved with choice of premium leather covers or standard wraparound photo cover. As is the case with all Zookbinders products, The Lustre Book is custom created in the company's Chicago facility to maintain superb quality control.

Delivering Innovation. Pro photographers expressed a strong desire for a product with photographic paper and mid-level pricing; better than a press book, but not a high-end album. Zookbinders responded with the perfect marriage of quality craftsmanship, contemporary style and premium features at a tremendous value.

Different by Design. The hallmark of The Lustre Book is the superior finish and craftsmanship of the pages. Panoramic spreads lie flat in showcase style thanks to 30 pt. page thickness in the larger books and 24 pt. in the smaller replica books. The design possibilities are limitless with 4 custom cover options, 4 leather styles, 30 leather colors, and more than a dozen sizes ranging from 8x8 to 12x12 for main books and 4x4 to 9x6 for companion books.

Proven Performance. Zookbinders is known for creating the finest quality albums and photo books that stand the test of time. The Lustre Book draws on two key performance standards: the proven technology of non-warping lay-flat pages in the award-winning Zook Book® all-panorama-style album and extensive environmental testing to achieve stability and longevity with Fuji photographic paper. The Lustre Book's pages are lacquer coated for added protection.

Value for Price. Large sizes, breathtaking pages and premium covers deliver triple the impact and durability of typical photo books while square-cut non-gilded pages save one-third the cost of the best leather albums. Zookbinders' online ordering system, product collections and two-week turnaround empower photographers to work efficiently and profitably; simply upload a Lustre Book design once and sell it multiple times – in a main book, replica books, panorama frames, soft cover press books and more!

Stay Connected. For the latest tips, inspirations and observations designed to help professional photographers save time, energy and money, subscribe to Z-Blog at www.zookbinders.com/blog; follow Zookbinders on Twitter at <http://twitter.com/zookbinders>; or become a fan of Zookbinders on Facebook at www.facebook.com/zookbinders.

Learn More. For prices, sizes, samples or other info, e-mail customerservice@zookbinders.com, visit www.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® panorama-style album, The Lustre Book by Zookbinders, PhotoBook PLUS™, The PhotoBook by Zookbinders®, Print to Bind service, Framed Album Panoramas, and more!

Image: 12x12 and 10x10 Lustre Books with Leather Spine; 8x8, 6x6 and 4x4 Digital Replica Books.

