



FOR IMMEDIATE RELEASE

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**Zookbinders Introduces PhotoBook PLUS™ –  
Premium Upgrades at Less-than-Premium Prices**

DEERFIELD, ILLINOIS – Zookbinders has super-sized and upgraded their popular PhotoBook to create **PhotoBook PLUS**. Professional photographers now can offer an all-occasion book with premium covers, larger sizes and thicker pages at about half the cost of the finest leather albums.

PhotoBook PLUS is available in 12x12, 10x10 and other large sizes making it ideal as a primary album. Multiple leather and digital design options assure a cover statement to suit every taste and budget. Cameos are an option too and the pages are thicker than the original PhotoBook so PhotoBook PLUS *looks and feels* more like a bridal album. Pricing starts at just \$110.

“These beautiful albums are ideal for those who appreciate above-average quality at an affordable price,” said Mark Zucker, CEO/President of Zookbinders. “The customized covers at competitive prices position PhotoBook PLUS as the album of choice for many contemporary customers.”

**Features & Benefits**

- Large format and premium album appearance at less-than-premium prices
- Select from Leather Spine, Wraparound Cover, or Full Leather with or without Cameo
- Lay-flat pages are thicker to look, feel and endure like a bridal album
- Select from Square up to 12x12, Vertical up to 9x12 and Horizontal up to 12x9
- Choose from 32 leather colors in four leather styles
- Gloss or Matte finish
- Smaller size replica PhotoBooks and coordinating Framed Album Panoramas available
- Outstanding quality, affordability and versatility
- Easy online ordering; two-week turnaround

**Learn More.** For prices, sizes, options and samples, contact [customerservice@zookbinders.com](mailto:customerservice@zookbinders.com), visit [zookbinders.com](http://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 PhotoBook by Zookbinders®, Print to Bind service, Framed Album Panoramas, and the new PhotoBook PLUS™ Album.

**Image:** PhotoBook PLUS “Annie and Mike” Albums featuring Leather Spine, Wraparound Cover and Full Leather with Cameo.

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