



Albums for the creative photographer

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FOR IMMEDIATE RELEASE

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Digital Albums Made Easier – Zookbinders Introduces *Print to Bind* Service

DEERFIELD, ILLINOIS – Zookbinders Inc. announced that the album company now offers printing service for photos that go into their award-winning Zook Book®. Zookbinders' new *Print to Bind* service makes album production simpler and more precise. By ordering prints and albums electronically, photographers can say goodbye to delays caused by missing or damaged prints, incomplete order forms or slow lab shipments. Photographers can also eliminate the hassles of numbering prints and packaging album orders.

Ordering Made Easy

Zookbinders Print to Bind is exclusively for clients who do their own color correcting for orders to be bound in Zookbinders' albums. Photographers can submit image files online using either of the leading ordering programs – LabPrints (www.labprints.com) or ROES (www.softworkssystems.com). The album company also accepts image files on DVD, but for peak efficiency recommends submitting images electronically. Zookbinders' simple file-naming convention assures no confusion about placement of images on the appropriate pages. And a simplified pricing system means that full-panoramas are twice the price of half-panoramas (e.g. 10x10 is \$3.50 and 10x20 is \$7.00).

Fast & First-rate

Zookbinders' high standards for handcrafted albums apply to printing too. Professionals can count on state-of-the-art technology, including Noritsu printers, Kodak paper and chemistry, and a veteran team of lab technicians. And Zookbinders' super fast turnaround of two weeks remains in effect, even with the addition of printing.

Making Life Easier

"We're very excited about this new initiative – we know Zookbinders Print to Bind adds tremendous value to our client relationships by making the photographer's life easier," commented **Mark Zucker**, president of Zookbinders.

Benefits of Zookbinders Print to Bind

- Eliminate the lost time photos spend in transit.

- Eliminate the time spent numbering photos.
- Eliminate the time and cost of packaging and shipping orders.
- Two-week turnaround for completed Print to Bind albums.
- One invoice for printing and binding.
- Convenient ordering through LabPrints or ROES.

Learn More

Customers can learn more about Print to Bind and other aspects of the album company by contacting Zookbinders at print@zookbinders.com, visiting www.zookbinders.com or calling Customer Service at 800-810-5745.

About Zookbinders

Zookbinders Inc., a Chicago-based photo album company that serves the professional photography trade, is a leading manufacturer of mounted albums and image display boxes. Zookbinders received *Professional Photographer* magazine's 2005 Hot1 Award for its Zook Book® all-panorama style album.

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