



FOR PHOTOGRAPHERS THAT JUST WANT TO SHOOT

FOR IMMEDIATE RELEASE

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Photographers Get Their Lives Back in 2011 – Introducing *zookie pro*

DEERFIELD, ILLINOIS – Photographers get their lives back in 2011 thanks to a new service called *zookie pro*. On January 16, 2011, Zookbinders, one of North America's premier album manufacturers, debuts *zookie pro*, a complete album design, print and bind service that is the ultimate hands-free workflow solution. *zookie pro* places quality, convenience and extra income at the photographer's fingertips while placing a beautifully designed album in the client's hands.

Take the "Work" Out of Workflow. Photographers are frequently frustrated by the digital dichotomy – technology that makes their jobs easier and harder at the same time. Digital capture is instantaneous, yet considerable time is required to edit, color correct and design images in order to create albums and photo books. The significant amount of production time prohibits many photographers from selling albums and limits their clients' ability to fully enjoy their memories within the covers of a beautifully bound album. *zookie pro* takes the "work" out of workflow by handling the entire book design, color correction, print and bind process for the photographer. Relieving the photographer of this burden gives the pro more time to pursue their true love of photography while providing them with a valuable income stream.

Upload Your Best - *zookie pro* Does the Rest. With *zookie pro*, photographers need only select and upload 50-150 images, choose the album size, and sit back and let the *zookie pro* team do the rest. Designers complete the album layouts in about a week and post them online for review. Upon approval the book is printed by Zookbinders. To streamline and simplify the process, all *zookie pro* layouts are designed for square format albums and printed as a Lustre Book by Zookbinders™ with a Leather Spine cover. The Lustre Book is a premium, lay-flat book printed on real photographic paper. All page spreads are protected with a lacquer coating and folded, rather than split, for a true panoramic view.

Good Things Come in All Sizes. 'The Bigs' are the primary books that include design services and come in three sizes: 12x12, 10x10 and 8x8. 'The Bigs' include a Leather Spine cover with a full-bleed image covering the front and a black leather spine and back cover. Photographers can choose to upgrade the leather spine to one of 15 premium leather colors for a more customized look. 'The Smalls' come in sets of two in 8x8, 6x6 or 4x4. These books include a photo wraparound cover that is a replica of 'The Bigs' cover. 'The Minis' are packages of six soft cover 6x6 books or 12 4x4 books. 'The Minis' are perfect bound, press printed books that do not lay flat. Three sizes of frames are also offered to feature a single page spread from the album layout. All pricing is based on the number of images designed into the book. Base model wholesale pricing starts with 50 images at \$240 for an 8x8, \$290 for a 10x10 and \$340 for a 12x12. Additional images are \$1.50, \$2.00 and \$2.50 respectively.

Be a Hero. With *zookie pro* you can be a hero in 30 days. Photograph a wedding on Saturday; upload the images on Sunday; review the layout the following week; and deliver the finished album within 30 days of the wedding. *zookie pro* helps create happier photographers AND happier

customers who might otherwise be counted among “albumless brides.” Zookbinders’ research shows that a majority of today’s brides are overwhelmed by the number of albums and the number of images they have to choose from. With the *zookie pro* formula, photographers simplify their offerings to a specific number of images and let *zookie pro* design a simple yet elegant layout. The bride is able to review the layout, but all of the hard work is done by *zookie pro* so she can have a finished album 30 days from her wedding.

Learn More. *zookie pro* is currently in beta testing and will go live January 16, 2011. To learn more, visit www.zookiepro.com, email customerservice@zookbinders.com or call 888-895-3593. 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®, *zookie pro*™ design | print | bind service, Framed Album Panoramas, and more!

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Image: *zookie pro* collection featuring The Lustre Book by Zookbinders (“Big” primary book), set of replica books (“Smalls”) and framed page spread.

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