



## The FotoZoomer Business Opportunity

Your New Profit Center



# FotoZoomer Solution: Formula for Business Success

QUALITY PERIPHERALS

+

SUPERIOR APPLICATION SOFTWARE

+

SIMPLE TO USE PRODUCT FOR A WALK-UP, SELF SERVE, RETAIL ENVIRONMENT

+

SIGN, BORDER & CALENDAR TEMPLATE PACKAGES

+

VERTICAL MARKET FOCUS

=

## MARKET SUCCESS

WHICH DRIVES PROFITS FOR YOU!

&

INCREASES FOOT TRAFFIC IN YOUR STORE WHICH HELPS YOU SELL  
EVERY PRODUCT & SERVICE YOU OFFER



## WHAT IS A FOTOZOOMER KIOSK?

Wide Format AND  
Standard Format  
Specialty Printing in One Kiosk



### TECHNOLOGY

High Performance Kiosk Components with FotoZoomer's Easy-to-Use Print Design Software.

### TRAINING



FotoZoomer trains you how to present this new service to create excitement with your customers and generate sales!

### MERCHANDIZING SUPPORT



FotoZoomer supports you with marketing materials that increase awareness and generates foot traffic through flyers, coupons, posters, and point-of-purchase collaterals.

### PRINT FULFILLMENT



Prints are completed in your store and your customer walks out with a completed product – instant gratification.

**MOST PRODUCTS YOU SELL WILL HAVE A 500% MARK-UP!**



## FOTOZOOMER DESIGN CENTER KIOSK CONFIGURATION COMPONENTS:

**Epson 7890  
Stylus Pro  
Wide Format  
Printer  
(Up to 24" Wide  
Images)**

or

**Epson 9890  
Stylus Pro  
Wide Format  
Printer  
(Up to 44" Wide  
Images)**

Used to Print:  
Posters  
XL Calendars  
Canvas Portraits  
Indoor/Outdoor  
Banners

**All-in-One Stand**

**22" Touch-Screen Printstation**

Contains:  
FotoZoomer Software  
Sign Templates  
Holiday & Event Borders

**Epson V500 Photo Scanner**

Used to Scan Photos Up to  
8"x10" for Editing

**Epson Receipt Printer**

Customer Takes Receipt to  
Cashier to Pay Before Prints  
Are Made

Receipt tells your cashier:  
Print Size  
Print Quality  
Price  
Media to Print On

**Epson 1430 Photo Printer**

Used to Print:  
Standard Size Photos  
Photo Packages  
T-Shirt Transfers  
Magnet Prints





# FotoZoomer Retail Solution

## Input Sources

JPEG,PNG, BMP, GIF, Tiff files and more



## Printed Materials



- Photos
- Artwork
- Periodicals
- Other customer supplied Images

FotoZoomer Software  
Business Signs  
Borders & Calendar  
Templates

## Output



## Applications



Posters & Banners



Signs, Borders, Calendars

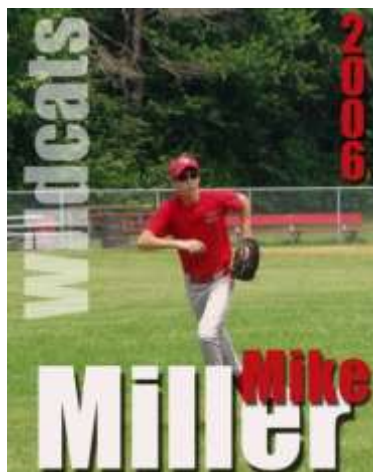
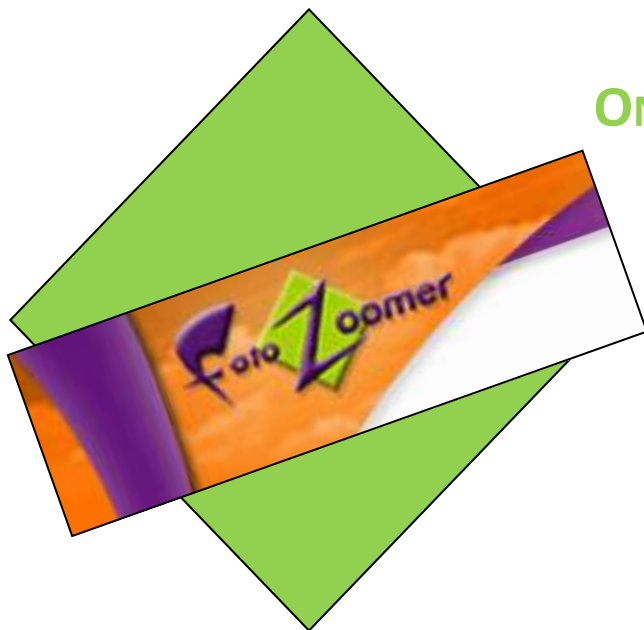


4 x 6 or 5 x 7 or 8 x 10 prints





ENABLE YOUR CUSTOMERS TO CREATE  
CUSTOM CALENDARS – POSTERS – AWARDS  
BANNERS  
ON A WIDE VARIETY OF MEDIA





# WITH FOTOZOOMER DESIGN CENTER YOUR CUSTOMER CAN CREATE THESE PRODUCTS

## Posters, Collages & Signs



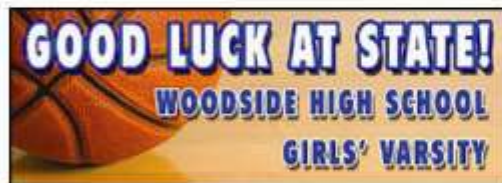
## Wall Crawlers



## Indoor and Outdoor Banners



## Canvas Portraits



**FOTOZOOMER KIOSK SYSTEMS OFFER ADDITIONAL APPLICATIONS  
ACCESS OVER 500 PRE-STORED CALENDARS, BORDERS AND SIGN TEMPLATES!  
USING FOTOZOOMER YOUR CUSTOMERS CAN CREATE:**

## Custom Event T-Shirts



## Magnet Backed Prints



## Photo - Packs



**Place Your Photo  
Into Our Templates  
Add Text! Get Creative!**





WITH FOTOZOOMER DESIGN CENTER  
YOUR CUSTOMER CAN CREATE THESE PRODUCTS

# Window Perf



WITH FOTOZOOMER DESIGN CENTER  
YOUR CUSTOMER CAN CREATE THESE PRODUCTS

# Learn to RENT signs as well as Sell signs





# WITH FOTOZOOMER DESIGN CENTER YOUR CUSTOMER CAN CREATE THESE PRODUCTS



## FotoZoomer Banner Stand Available

Economy Stand — \$47.95 + shipping

This stand is a basic model and must be protected when not in use.

Printed size 35.5" w x 88" h  
Viewable Area 35.5" w x 77" h  
Packaged Weight 6lbs  
MSRP — \$67.95

Premium Stand — \$97.95 + shipping

This stand is a premium model and comes with a padded case for protection and shipping.

Printed size 33.5" w x 88" h  
Viewable Area 33.5" w x 79" h  
Packaged Weight 15lbs  
MSRP — \$127.95

Wide Steel Base Stand — \$147.95 + shipping

This stand is a long lasting premium model and comes with a padded case for protection and shipping.

Printed size 33.5" w x 88" h  
Viewable Area 33.5" w x 84" h  
Packaged Weight 12lbs  
MSRP — \$187.95

Banner Spot Light Kit — \$45.99 + shipping

50 watt halogen spotlight Works with all stands  
MSRP — \$59.95





EACH TOOL REPRESENTS AN ADDITIONAL REVENUE AND PROFIT OPPORTUNITY!

EACH TOOL = A NEW MARKET OPPORTUNITY



Information  
Provided:

Size

Price

Paper Type

Quality

You can add  
your own  
coupon



## PRE-INSTALL ANNOUNCEMENT "COMING SOON!"

**Coming Soon!**  
SEE WHAT YOU CAN  
CREATE USING  
YOUR DIGITAL PHOTOS  
and  
OUR NEW  
**FOTOZOOMER!!**

**Posters**  
**Banners**  
**Photo Packages**  
**Photo Enlargements**  
**Canvas Portraits**

**IT'S A GIRL!**

**Now Open**

**and much, much more!**

**FotoZoomer**

**Your Store**  
Your Address  
City, ST ZIP

TEL: 800.888.8888 • FAX: 800.888.8888  
Monday-Friday: 8:30 AM - 7:30 PM  
Saturday: 10 AM - 5 PM; Sunday: 11 AM - 4 PM

## POST INSTALL ANNOUNCEMENT "IT'S HERE! COME AND SEE!"

**IT'S HERE!  
COME AND SEE  
OUR NEW  
FOTOZOOMER!!**  
BRING IN YOUR FAVORITE  
DIGITAL PHOTOS  
AND LET'S GET CREATIVE!!

**Posters**  
**Banners**  
**Photo Packages**  
**Photo Enlargements**  
**Canvas Portraits**

**IT'S A GIRL!**

**Now Open**

**and much, much more!**

**FotoZoomer**

**Your Store**  
Your Address  
City, ST ZIP

TEL: 800.888.8888 • FAX: 800.888.8888  
Monday-Friday: 8:30 AM - 7:30 PM  
Saturday: 10 AM - 5 PM; Sunday: 11 AM - 4 PM

**DON'T FORGET TO STUFF YOUR MAIL BOX MONTHLY STATEMENT MAILER WITH THESE ANNOUNCEMENTS  
LET YOUR CURRENT CUSTOMERS KNOW ABOUT YOUR NEW SERVICES!**





# COUPONS TO LAUNCH YOUR NEW FOTOZOOMER SERVICE

## GENERATE AWARENESS FOR YOUR FOTOZOOMER PRODUCTS



SEE THE "CUSTOMER MARKETING CD" THAT COMES WITH YOUR FOTOZOOMER FOR THESE COUPONS



# POSTERS TO PROMOTE YOUR NEW FOTOZOOMER SERVICE

## GENERATE AWARENESS FOR YOUR FOTOZOOMER PRODUCTS



SEE THE “CUSTOMER MARKETING CD” THAT COMES WITH YOUR FOTOZOOMER FOR THESE POSTERS





# DIRECT MAIL CAMPAIGN WITH RS DIRECT MAIL & PRINT GENERATE AWARENESS FOR YOUR FOTOZOOMER PRODUCTS

## BANNERS

## EVENT SIGNS

## PHOTO PACKS

## POSTERS

FRONT OF CARD

BACK OF CARD

NEED A CUSTOM **BANNER?**  
WE CAN HELP.

**ABC PACK N' SHIP**  
1215 Georgia Street, Dallas, TX 75202  
PH: 800-555-1212  
www.myshippingstore.com

**17th ANNUAL WESTSIDE TOURNAMENT**  
JUNE 14-15, 2009

**CONGRATS 2009 CHAMPION!**

**GRAND OPENING**  
**BOB'S SPORTS BAR**  
1215 Georgia Street, Dallas, TX 75202

WE MAKE **EVENT SIGNS**

**FAST, PROFESSIONAL SIGNS FOR ANY EVENT**

**ABC PACK N' SHIP**  
1215 Georgia Street, Dallas, TX 75202  
PH: 800-555-1212  
www.myshippingstore.com

**GARAGE SALE**  
BIG BROS. SAT. 5-10 PM

**PTA MEETING**  
NEXT NIGHT 7-9 PM

CREATE YOUR OWN **PHOTO PACKAGES**

**ABC PACK N' SHIP**  
1215 Georgia Street, Dallas, TX 75202  
PH: 800-555-1212  
www.myshippingstore.com

FROM THIS **TO THIS!**

**PICTURE-TO-POSTER**  
PHOTO ENLARGEMENT

**ABC PACK N' SHIP**  
1215 Georgia Street, Dallas, TX 75202  
PH: 800-555-1212  
www.myshippingstore.com

**BANNERS FOR:**

- 1 Local Sporting & Recreation Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center

**SAVE BIG ON CUSTOM BANNERS**

**FREE 24x36 Poster**  
with the purchase of one 3' x 6' banner

**10% Off 3x6 Banner**  
with the purchase of a custom 2' x 6' banner

**FREE Banner Stand Rental**  
with the purchase of one 3' x 6' banner

**ABC PACK N' SHIP**  
1215 Georgia Street, Dallas, TX 75202  
PH: 800-555-1212  
www.myshippingstore.com

**BANNERS FOR:**

- 1 Local Sporting & Recreation Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center

**SAVE BIG ON CUSTOM BANNERS**

**Get A FREE 24x36 Sign**  
with the purchase of a custom 3' x 6' sign

**10% Off 3 or More Signs**  
with the purchase of a custom 3' x 6' or larger sign

**10% Off 3x6 Banner**  
with the purchase of 3 or more 3' x 6' or larger signs

**ABC PACK N' SHIP**  
1215 Georgia Street, Dallas, TX 75202  
PH: 800-555-1212  
www.myshippingstore.com

**Photo Enlargement**

- 1 Local Sporting & Recreation Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center

**SAVE BIG ON CUSTOM BANNERS**

**FREE 6x10 Print!**  
with the purchase of one 12" x 18" Photo Package

**10% Off 24x36 Poster**  
with the purchase of one 12" x 18" Photo Package

**FREE 13x19 Photo Package**  
with the purchase of one 12" x 18" Photo Package

**ABC PACK N' SHIP**  
1215 Georgia Street, Dallas, TX 75202  
PH: 800-555-1212  
www.myshippingstore.com

**PICTURE-TO-POSTER**

- 1 Local Sporting & Recreation Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center
- 1 Shopping & Retail Center

**SAVE BIG ON CUSTOM BANNERS**

**FREE 8x10 Print**  
with the purchase of a 12" x 18" or larger poster

**FREE 16x20 Poster**  
with the purchase of a custom 12" x 18" or larger poster

**10% Off 3x6 Banner**  
with the purchase of one 12" x 18" or larger poster

**ABC PACK N' SHIP**  
1215 Georgia Street, Dallas, TX 75202  
PH: 800-555-1212  
www.myshippingstore.com



GO TO [WWW.RSCENTRAL.ORG/MarketPlace/RS-Direct-Mail-Print.aspx](http://WWW.RSCENTRAL.ORG/MarketPlace/RS-Direct-Mail-Print.aspx) FOR MORE INFORMATION





# Advertise with US!!

*We are offering local businesses the opportunity to advertise to our customers with printed ads viewed at our customer counter. The ability to reach local people that are in your area gives you a greater rate of return for your advertising dollars.*

*What we offer is this: No long term commitment, change your ad each month with different offers or information. You control the size you want and you can choose B/W or FULL Color at no additional charge. Real advertising reaching real people in your area.*



4" x 6" ads  
\$1.00 per day\*

5" x 7" ads  
\$2.50 per day\*



8" x 10" ads  
\$3.50 per day\*



Using your UPS community board you can create a very profitable revenue stream each month by allowing local businesses to place PAID advertisements on these board using Foto-TAQ you may also use your public counter to create additional revenue opportunities.

The desire to reach YOUR customer base is high. You are serving the same market area as insurance companies, realtors, auto shops and many more. The advantage is you have customer traffic they want to reach.



**Custom  
Marketing  
You need it?**

**JUST ASK**





**Use Our  
FotoZoomer Kiosk Center!  
It's As Easy As 1-2-3**

**Step 1: LOAD YOUR PHOTO**  
Insert your camera's memory chip, CD/DVD or jump drive into our FotoZoomer Kiosk Center.

**Step 2: CREATE YOUR DESIGN**  
Select *Banner, Vinyl, Canvas, Foto-TAQ*  
Select the orientation and size  
Add Photos—Add Text

**Step 3: CHOOSE YOUR QUANTITY AND PRINT!**

**Frequently Asked Questions**

- Q. Can the order for me be shipped?  
A. Yes. We can ship your order anywhere in the continental U.S. (Shipping charges apply.)
- Q. What display and mounting options are available?  
A. Coroplast board for easel or H-stake display; grommets, retractable banner stands for banners; low-adhesive vinyl for reusable signage that does not damage mounting surfaces.

**FotoZoomer  
For Country Clubs &  
Golf Tournaments**



**The UPS Store  
#3564**

3620 Pelham Rd.  
Greenville, SC 29615  
Tel: 864.288.7455  
E-mail: store3564@theupsstore.com

Control print services with new marketing ideas as well showcase your print abilities.

Custom brochures for any market you want to tap into.

Instead of sponsoring 1 hole in a golf tournament. Let FotoZoomer show you how to sponsor the entire tournament for less than the cost of a single hole sponsor.

**UPS Store  
Pelham Rd.**

**Tee Signs (Full & Half Size)**

- Beautiful presentation of Logos, Text or Pictures
- No assembly required
- Full Size: 24" x 18" (inches) / Half Size: 18" x 12"
- Material: Coroplast Board
- Design: Full Color Custom Design
- Durability: Designed for outdoor use



**Banners**

- Length: up to 20'
- Width: up to 80"
- Material: Vinyl Banner
- Design: Full Color Custom Design
- Durability: Designed for outdoor use
- Comes with grommets in 4 corners



**Golf Cart Stickers**

- Post-It Note-type adhesive leaves no residue
- Size: 8" x 18" (inches) or any size you want
- Size: 8" x 36" (inches) or any size you want
- Material: Foto-TAQ
- Design: Full Color Custom Design
- Durability: Designed for outdoor use



**Posters**

- Multi-Purpose
- No assembly required
- Sizes: 12" x 18" (inches) up to
- Sizes: 36" x 48" (inches)
- Material: Coroplast or Foam Core
- Design: Full Color Custom Design
- Durability: Designed for outdoor use

**Pin Flags (double-sided)**

- Size: 14" x 22" (inches)
- Double Sided
- Material: Serim Vinyl or Foto-TAQ
- Design: Full Color Custom Design
- Durability: Designed for outdoor use





**Use Our  
FotoZoomer Design Center!  
It's As Easy As 1-2-3**

**Step 1: LOAD YOUR PHOTO**

Insert your camera's memory chip, CD/DVD or jump drive into our FotoZoomer Design Center.

**Step 2: CREATE YOUR DESIGN**

Select *Photo Luster* or *Matte* or *Canvas Media*

Select the orientation and size

Add Photos—Add Text

**Step 3: CHOOSE YOUR QUANTITY AND PRINT!**

**Frequently Asked Questions**

Q. Can FotoZoomer ship the order for me?

A. Yes. We can ship your order anywhere in the continental U.S. (Shipping charges apply.)

Q. Can you frame or mount my photo?

A. Yes, for an additional charge

Q. Can I make a collage poster?

A. Yes. Up to 8 different photos. Print onto photo luster or photo matte media. Poster can be mounted onto foam core for an additional charge.

**Celebrate, Sanctify and  
Remember the Life of a Loved  
One with a  
FotoZoomer Life Collage® or  
Professional Canvas Portrait**



**The UPS Store  
3620 Pelham Rd.  
Greenville, SC 29615  
Tel: 864.288.7455**

E-mail: [store3564@theupsstore.com](mailto:store3564@theupsstore.com)

Showcase marketing material at your finger tips. Brochures are in editable form for custom pricing and location information.

You want it we more  
than likely have it, If we  
don't have it we will  
create it.

**JUST  
ASK**

**FotoZoomer Life Collage®**

- ☑ Professional-quality photo luster or matte media
- ☑ Up to 24" x 36"
- ☑ Finished and ready for pick-up in as little as 1-day



**FotoZoomer Canvas Portrait  
Create a Family Heirloom**

- ☑ Professional-quality canvas media
- ☑ UV-coating that protects against fading and cracking
- ☑ Finished and ready for pick-up in as little as 1-day
- ☑ Gallery-wrapped, delivered to you ready-to-display!

**FotoZoomer Life Collage®**  
Choose from 2 finishes and 3 sizes,  
mounted on foam core:



**Photo-Luster**

<u>16 x 20</u>	<u>18 x 24</u>	<u>24 x 36</u>
\$38.72	\$48.72	\$63.56

**Photo-Matte**

<u>16 x 20</u>	<u>18 x 24</u>	<u>24 x 36</u>
\$38.72	\$48.72	\$63.56

**FotoZoomer Canvas Portrait**  
Choose from 3 sizes, gallery wrapped:



<u>16 x 20</u>	<u>18 x 24</u>	<u>24 x 36</u>
\$77.44	\$87.12	\$174.24







## TODAY'S ENVIRONMENT

- ✓ Every parent wants to support their child's school
- ✓ Each year you and your PTA/PTO put their efforts into building a better school by raising funds
- ✓ Administrators and teachers put their heart into providing students with the best possible educational experience

BUT ...

- ✓ Schools are experiencing severe budget cutbacks
- ✓ Plus, many traditional forms of fundraising such as candy and vending sales are being eliminated!

What is needed are new tools and methods to generate extra funds





## IT GETS WORSE!

- ✓ Traditional fundraisers run for short periods of time
- ✓ Typically students sell the same items to the same people as every other student in the community
- ✓ Traditional fundraisers can earn as little as 15 cents for each dollar raised



**BUT . . .**

- ✓ **What if there was a solution that could offer your school unlimited year round fundraising**
- ✓ **A solution that earns you 10% to 20% or more for each dollar raised**
- ✓ **And can also be used to create create low-cost, high-quality teaching aids!**



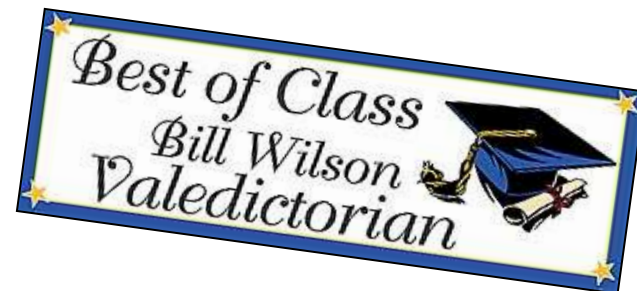
**TO THE RESCUE!**



# Let Us Help You Plan Your 2013 Graduation Fund Raiser And Make This The Best Graduation Ever!

Using FotoZoomer you can create custom banners, announcements, signs and other high visibility prints that you can sell to your graduating seniors and their families. Here are couple of examples:

	SELLS FOR	SCHOOL COST	# SOLD	FUNDS RAISED
<b>PROFIT</b>				
<b>2' x 5'</b>				
2011 Grad Banners:	\$75	\$40	100	\$3,500
				\$4,000
<b>24" X 18"</b>				
2011 Grad Yard Signs:	\$35	\$20	100	\$1,500
				\$2,000





# PROMOTE TO NEW CUSTOMER SEGMENTS USE FLYERS TO INTRODUCE YOUR SERVICES

## High School Athletic Directors



**Athletic Directors**

Let Us Show You How We Can Help  
You Design and Print Your  
Tournament and  
Promotional Signage

**Banners • Posters • Flyers**  
**Fast • Professional • Affordable**

Place Store Identification  
Label Here

For a quote today, call us at:

**GOOD LOOKING STUFF**  
WE CAN MAKE YOUR  
IDEAS REALITY

## Preschools & Day Care Centers



**back to school**

*It's Almost That Time Again!*  
Let Us Help You Design and Print Your  
**Back-to-School Enrollment Promotional Materials**  
For Your Preschool or Day Care Center

**Banners • Posters • Flyers**  
**Fast • Professional • Affordable**

Your Store Info Here

For a quote today, call us at:

## Summer Preschool Enrollment



**Create Your Materials for  
Summer Preschool**

**Summer Preschool  
Starts Soon!!**

- Banners
- Posters
- Signage
- Classroom Aides
- Promotional Material
- Document Printing

Keep Your Costs Low  
Keep Your Quality High  
Create Your Own Designs Instantly!

Place Store Identification Label Here

## New Brides



**Enlargements  
Of Wedding &  
Engagement  
Photos**

**Photo Packages**

**Canvas Portraits**

Select From A Wide  
Range Of Median:  
Juke-Lure  
Juke-Mate  
Juke-Love  
And Many More...

**Bring Us Your Released Digital Photos,  
We'll Do The Rest**

**PhotoZoomer Print Services**  
1199 Woodford Rd., Suite 5-26  
Covington, LA 70047  
Tel: 800.295.1888

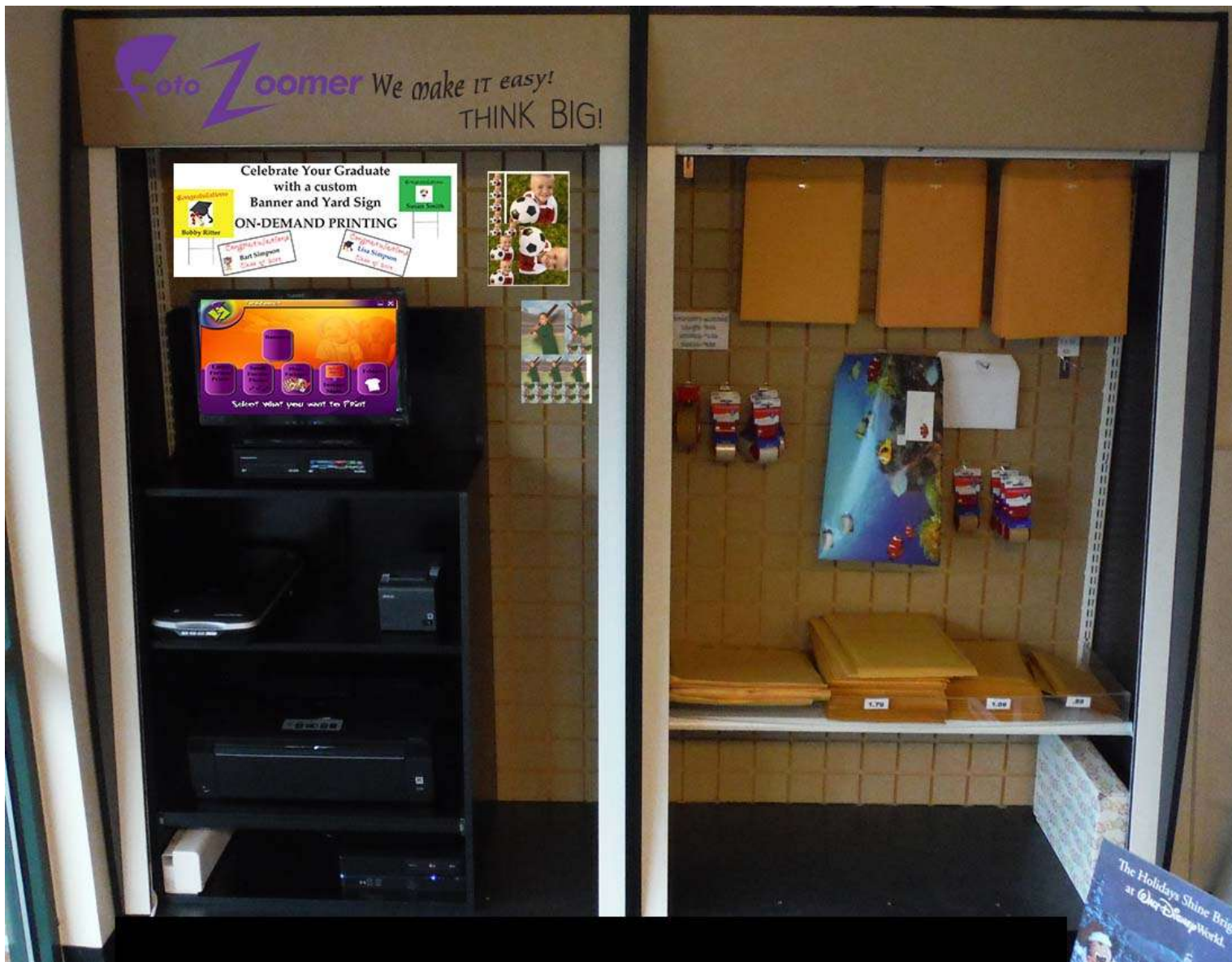






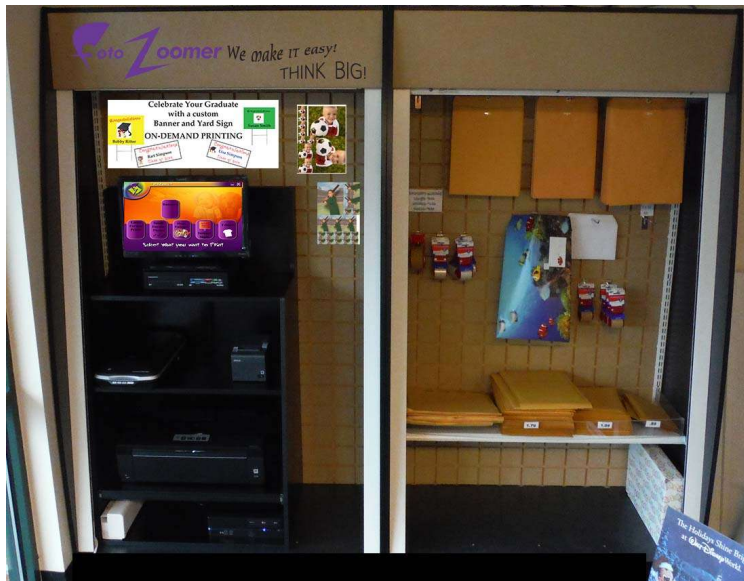






NOW AVAILABLE FROM  
FOTOZOOMER





Offering full security for your kiosk

**Kiosk components placed DIRECTLY  
in retail cabinet.**



FotoZoomer Media Management cabinet  
will be available 6/15 as additional insert  
beside the kiosk for media storage.





Foto-TAQ  
Uses

Actual sign of a  
UPS Store

Shelby, NC







# FotoZoomer Retail Solution Benefits

## **New Customers / New Services**

Provide a walk-up solution for amateur photographers.

Give your customers another reason to return to your store.

## **New Profit Center**

Oversize prints sell for \$20 to over \$100 per print; you make 80 cents on every dollar sold.

## **Ancillary Sales Opportunity**

Offer directly, or through a local partnership, laminating, mounting and framing.

Sell shipping tubes; send those prints & posters to your customers' friends and family.

## **New Marketing Tool**

Promote your business by supporting local charity events; school fund raising events; or youth sporting events by providing on-site or post-event print services.

Get your name and services out into the community, draw these customers back to your store.

Associate your business with a highly visible and customer pleasing experience and service.



# FotoZoomer Business Opportunities

- ❖ Picture to Poster Photo Kiosk
- ❖ Fundraising for Local Schools and Charities
- ❖ Canvas Picture Maker
- ❖ Art Depot for Professional Photographers & Artists
- ❖ Retail Store & Casual Sign Maker
- ❖ Banner Maker – Scrim Banner
- ❖ Event Signage – Vinyl Adhesive/Gator Board
- ❖ Courtroom Exhibits for Attorneys
- ❖ Trade Show Exhibitor Tools





## The Need: Picture to Poster Photo Kiosk

More and more people take digital pictures. And with the digital revolution it is becoming easier to get a great “shot”. Everyone has their favorite picture of family, a friend, a cherished pet or a wonderful vacation.

Most customers typically think of enlarging their favorite 4 x 6 or 5 x 7 photos to 8 x 10, 11 x 14 and occasionally 16 x 20. The reason that they do not think to create poster size enlargements is that there has not been an easy-to-use program to create larger prints that the average consumer has access to use. FotoZoomer was specifically designed to address this market need. The challenge is to educate your customers to this new capability.

Now those pictures can be enlarged to poster size *while your customer waits*, making a great poster and a wonderful gift. Your customer can further customize this poster by adding text or an inventive border!

## Profitability of the Application

A Poster typically measures 24” wide x 36” tall.

A 24” x 36” Poster printed on Premium Photo Luster Paper sells for: \$30.00

The cost for Ink and Premium Photo Luster Paper to print this poster is: \$5.22

Delivers a Profit per Poster of: \$24.78

Assuming the store is open 6 days/week; sell >1 poster per day: 15 posters /month

**Total Profit per Month generated by Posters:** **\$371.70**

## Marketing Ideas

- ❖ Advertise the posters as a great birthday or anniversary gift.
- ❖ Hang posters in your store with Happy Birthday messages.
- ❖ Provide coupons to all your customers for a free 8x10 when they print a poster.
- ❖ Have special craft nights as you get closer to Christmas and Valentines where customers can come in create and print posters.
- ❖ Add a selection of inexpensive frames for posters and advertise them as the perfect gift.
- ❖ Advertise an in-store photo contest. This could be the best vacation picture at the end of the summer, best snow picture after a big storm, best Easter photo, etc. You could have a new contest every quarter. Show the entries in your store with first prize being a large poster and frame. Send every entrant a discount on a poster just for entering your contest.



## The Need: Fundraising for Local Schools and Charities

Every youth sports team is busy fundraising whether for new uniforms or team trips. Typically the fundraising is all about low return activities like car washes and sales of over-priced items.

In contrast, there are always parents at events taking great action photos of the team. And every parent or grandparent is looking for that wonderful picture of their child. Put those photos on the FotoZoomer and let parents come in to pick pictures to print. Have the pictures printed on a calendar or as posters. Give the team 20% of the price of everything they print and create a WIN/WIN situation. Create the foot traffic you want in your store, and help the local team fundraise. Promote the benefits of your FotoZoomer to an ever-increasing group of clients. Action photos are easy to save and easier to sell! Partner with local schools and charities. Share 10-15% of the profit. Generate good will and foot traffic for your business in your local community!

### Profitability of the Application

A "Team" parent, with your help, puts team photos into FotoZoomer's Image Library	
A 24" x 36" Team Poster printed on Premium Photo Luster Paper sells for:	\$30.00
The cost for Ink and Premium Photo Luster Paper to print this poster is:	\$5.22
Profit per Team Poster	\$24.78

A 20 person team, 2 posters per player (1 for parent, 1 for grandparent), or a total of: 40 posters per event

Total Revenue generated by Team Posters per Event:	\$1,200.00
Total Profit generated by Team Posters per Event:	\$991.20
Profit Sharing to the Team at 20% of Revenue	\$240.00
<b><u>Net Profit to Your Store per Event</u></b>	<b><u>\$751.20</u></b>



### Marketing Ideas

- ❖ Talk to parents of children involved on the teams. Typically there will be a team manager that takes care of the fundraising for the team. Bring samples when you meet, and talk about the ease of use and the profitability.
- ❖ If the team does not use it for a fundraiser, they may use your services to provide player gifts at the end of the season. Typically parents will contribute money to provide awards or team mementos for their players. A poster or calendar with their child or team photo is a hit with parents and players.
- ❖ Solicit your local schools. Offer them a great fundraiser by providing banner advertising in their gyms or hallways that announces their school theme or mascot with advertising on the ends of the banner. (Check out the Banner Maker Business)
- ❖ Work with a local freelance photographer that wants to take pictures at sports events or tournaments. The FotoZoomer can be brought to the event and photos can then be printed on demand. Note: You will create maximum excitement if you are able to print a bunch of 5"x7" or 8"x10" prints for sale ahead of time. Have them attached to a bulletin board or stand so that people can come by and grab the picture and pay for it. Then you can sell them a larger poster on demand.



## The Need: Canvas Picture Maker

Photos printed onto Canvas used to only be available from your professional photographer and normally cost \$100's of dollars but now with your FotoZoomer system your customers can make them in your store. Everyone has their favorite photo of family, a cherished grandparent, a friend, a cherished pet, or a wonderful vacation. Some of these are digital photos, many are standard photographs. Load the digital image or scan the photograph onto FotoZoomer. Now those pictures can be printed on canvas while your customer waits. Your customers can make a beautiful piece of art and a wonderful gift.

As an added bonus partner with a local frame shop and have the canvas print professionally framed for them. Alternatively have a cross reference/cross couponing arrangement with your local frame shop. They refer the customer to your shop to get the canvas print; you refer the customer to their frame shop to get it framed—win/win!

### Profitability of the Application

Let's take two examples a 16" x 20" and an 18" x 24" canvas print

	<u>16x20</u>	<u>18x24</u>
Gallery Wrapped Canvas Print Sells for:	\$74.44	\$87.12
Cost to produce (Stretching kit, ink and canvas):	\$19.60	\$21.22
Profit Per Canvas Print:	\$54.84	\$65.90

Target your store to produce 5 Canvas Prints/Month

<b>Profit to You Per Month for Canvas Prints</b>	<b>\$274.20</b>	<b>\$329.50</b>
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### Marketing Ideas

- ❖ Advertise canvas prints of pets at your local pet stores. Frame and display a sample.
- ❖ Advertise canvas prints at your local wedding store. Frame and display a sample.
- ❖ Advertise canvas prints at your local baby or children's clothing store. Frame and display a sample.
- ❖ In each example above you could provide credit to the store owner towards posters/signs for their store based on the number of customers they send to you.
- ❖ You could offer the store owner a 10% credit for each of his customers that came to your store and printed a canvas portrait.
- ❖ Advertise to local realtors to provide a perfect closing gift for their clients. Take a photo of the new home and have it printed on canvas and framed.
- ❖ Provide coupons to your customers advertising the canvas prints near major holidays like Father's Day, Mother's Day, Valentine's Day, Christmas, and for other special events.
- ❖ Canvas prints are another service that your local mortuary may want to provide their clients. You could arrange to print and frame photos they provide you for remembrance services.





## The Need: Art Depot for Professional Photographers & Artists

Professional photographers and artists are always looking for ways to get their work in the public eye. Typically they are faced with having to preprint multiple sizes of their art reproductions and then have them sit in inventory at stores waiting for an order.

Now your artists can store their images on FotoZoomer in a secure *Image Library*. The artist works with you to set the royalty they want to make for each print size. They direct their clients to your store to purchase art. Once a month you print a sales report from FotoZoomer's accounting package that documents for the artist how many prints were sold. The artist wins by having a low cost way to sell art and voiding the cost of prints in inventory. You win by adding new customers and new revenue.

### Profitability of the Application

	<u>16x20</u>	<u>18x24</u>
Artist Print Sells for:	\$55.00	\$60.00
Cost to produce (ink and canvas):	\$4.96	\$5.58
Cost of Royalty to Artist	\$25.00	\$25.00
Profit Per Artist Print:	\$25.04	\$29.42
Target your store to produce 26 Artist Prints/Month (1 per day)		
<b>Profit to You Per Month for Artist Prints</b>	<b>\$651.04</b>	<b>\$764.92</b>

### Marketing Ideas

- ❖ Go to local art associations and advertise your service.
- ❖ Advertise in local publications that you now carry art by local artists. The traffic for the art will help your sales of other services and will also make it easier to get artists to put their work on your FotoZoomer.
- ❖ Solicit your local photography teachers. Many times local artists may want to have a number of copies of some of their favorite works of art for friends and exhibits.
- ❖ Solicit local photo clubs with the same opportunity. Many photographers would love to have an opportunity for people to print the images on demand as needed.
- ❖ Solicit your local newspaper's management. They can make their photos available for reprints on your system.



## The Need: Retail Store & Casual Sign Maker

Retail stores need to make customers aware of specials and the latest styles. Many of your customers are working on bake sales for their school or garage sales in anticipation of a move. Teachers may have a need to print out assignments, promotions of theatre or performance art events at their school.

FotoZoomer comes with a large compliment of simple, standard signs for business and casual sign creation. Garage sales, bake sales, clearance sales, classroom aides, etc. Get familiar with the signs in FotoZoomer's Sign Template Library.

For something more elaborate, incorporate digital photos of the customer's retail products and add custom text then create a sign. Consider offering to mount the sign for the customer on poster board.

### Profitability of the Application

	<u>16x20</u>	<u>18x24</u>	<u>24x36</u>
Sign Print Sells for:	\$14.08	\$15.54	\$31.68
Cost to produce (ink and photo luster):	\$2.32	\$2.61	\$5.22
Profit Per Sign:	\$11.76	\$12.93	\$26.46
Target your store to produce 26 Signs/Month (1 per day)			
<b><u>Profit to You Per Month for Signs</u></b>	<b><u>\$305.76</u></b>	<b><u>\$336.18</u></b>	<b><u>\$687.96</u></b>



### Marketing Ideas

- ❖ Solicit clothing retailers with the opportunity to provide custom monthly posters for their retail store. Partner with a local photographer to come to the store once a month just after the store closes. Store employees model selected outfits and the photographer takes the photos that you print and hang in their store. The retailer could also use customers in the photos – what a great way to compliment a customer or employee by choosing to use them in their advertising. At the end of the month the retailer could give the poster to the model.
- ❖ Help local retailers put on seasonal fashion shows where you provide the photos and posters that the stores take back to display in their stores. Many groups will do this as a fundraiser, keep your eyes open for these opportunities. The posters can be sold to the stores and the models.
- ❖ Put out a flyer to your local schools and PTA/PTOs showing various school-oriented signage or classroom aide ideas that can be created from using FotoZoomer's sign templates.
- ❖ Print a few sign examples and display in your store. Bake sales or Garage Sale, etc.



## The Need: Banner Maker – Scrim Banner

Go to any event from retail store grand openings to golf or soccer tournaments and you will find banners made of a vinyl material hanging above to announce the event.

These banners used to be made at sign shops but now with FotoZoomer you can make them in your store.

You may need a few extra items to support your banner sales. First you may want to acquire a grommet tool. This device enables you to place grommets into the vinyl banner so that it can be hung without damaging the banner. You can purchase this tool and extra grommets from FotoZoomer. Second, you may want to obtain specialized edge/seam tape. This enables you to professionally finish the edges of the banner to strengthen and minimize roll-up. Again, this can be obtained from FotoZoomer. See our supplies order sheet for these items.

### Profitability of the Application

	<u>2 feet x 5 feet</u>
Banner Sells for:	\$75.00
Cost to produce (ink and scrim banner):	\$15.30
Cost of grommets	.20
Total Cost to produce a 2 ft. x 5 ft. banner	\$15.50
Profit Per Banner:	\$59.50
Target your store to produce 8 Banners/Month (2 per week)	
<b>Profit to You Per Month for Banners</b>	<b>\$476.00</b>



### Marketing Ideas

- ❖ Offer to provide banners for your chamber meetings at a reduced cost or no cost provided that you can add “created by my business” on each banner
- ❖ Solicit your local sports associations (i.e. soccer club, swim teams, special needs league, local clubs, and bands). Offer them a great fundraiser by providing banner advertising on their fields. They could sell space on the ends of the banner that announces their tournament or game. You provide the banners at your regular price. A tournament may use 3-4 banners or more at \$200 each!
- ❖ Solicit your local schools. Offer them a great fundraiser by providing banner advertising in their gyms or hallways that announces their school theme or mascot with advertising on the ends of the banner.
- ❖ Advertise the banners in the Garage Sale section of your newspaper for garage sale operators. Create some pre-made garage sale banners that can be sold or rented for garage sales.
- ❖ Advertise the banners for birthday parties and anniversaries.
- ❖ Solicit your local golf courses. Every golf course is busy all summer with tournaments. Offer to produce all banners for their tournaments. Be willing to provide volume discounts or rebates to the golf course for all banners purchased.





## The Need: Event Signage – Vinyl Adhesive / Gator Board

Just look around your town signs are everywhere you look from events to retail store grand openings to Elections, sporting tournaments and you will find gator board signs made of a vinyl adhesive material laid onto gator board to announce the event. These gator board signs are generally made at sign shops but now with FotoZoomer you can make them in your store on-demand for less hassle for your customer.

All you need is Adhesive vinyl paper some blank gator board with yard stakes to support your signage sales. You can purchase these materials from FotoZoomer.

### Profitability of the Application

2 feet

#### SINGLE SIDED PRINTING

Event Sign Sells for:

Gator board

\$35.00

Cost to produce (ink, Foto- TAQ & gator board):

\$7.65

Profit Per Event Sign:

\$27.35

Target your store to produce 5 Event Signs per Event/4 Event per month = 20 event signs/month

Profit to You Per Month for Event signage

\$547.00

### Marketing Ideas

- ❖ Offer to provide signage for your chamber meetings at a reduced cost or no cost provided that you can add “created by my business” on each banner
- ❖ Solicit your local sports associations (i.e. soccer club, swim teams, special needs league, local clubs, and bands). Offer them a great fundraiser by providing signs advertising sponsors on the way to the fields. They could sell space on the sign that announces their tournament or game. You provide the signs at your regular price. A tournament may use 5-10 signs or more at \$25 each!
- ❖ Solicit your local schools. Offer them a great fundraiser by providing signs advertising in their gyms or hallways that announce their school’s activity, theme or mascot making money for the school programs at the same time.
- ❖ Advertise the signs in the Garage Sale section of your newspaper for garage sale operators. Create some premade garage sale signs that can be sold or rented for garage sales.
- ❖ Advertise the signs for real estate people doing open houses .
- ❖ Solicit your local golf courses. Every golf course is busy all summer with tournaments. Offer to produce all signs for their tournaments. Be willing to provide volume discounts or rebates to the golf course for all signs purchased.
- ❖ Local churches can get custom signs made to promote their summer vacation Bible school, concerts, bingo, etc.

18” x



## The Need: Courtroom Exhibits for Attorneys

Watch an episode of Court TV and you will see lawyers making their case in front of jury and judge. Poster size images of accidents, evidence, and crime scenes help juries to better understand the facts of a case. In most cases, the cost of visual aids are inconsequential to court costs but can be extremely effective in presenting a case.

Your Epson wide format printer can print directly onto poster board. This board provide an excellent media for courtroom exhibits given that it is stiff and reasonably thick material (47 mm/890 gsm). The Epson wide format printer has a direct feed by-pass that enables you to insert the blank poster board into the printer and the system feeds in a straight path.

Compose the information on the FotoZoomer, insert photos from accident or crime scenes, add text, then print --- instant courtroom visual aide!

### Profitability of the Application

	<u>24" x 30" Exhibit</u>
24" x 36" Poster Board Exhibit Sells for:	\$45.00
Cost to produce (ink and poster board):	\$10.73
<u>Profit Per Exhibit:</u>	<u>\$34.27</u>
Target your store to produce 4 Poster Board/Month ( 1 per week)	
<u><b>Profit to You Per Month for Poster Board</b></u>	<u><b>\$137.08</b></u>



### Marketing Ideas

- ❖ Solicit your local bar association. You could speak for a few minutes at their local meeting and provide samples of your work. The key is to find a sponsor to assist you in tailoring your "pitch" to be relevant. Meet with the president of the association. Many times they will be able to give you invaluable information to help present your service.
- ❖ Look in the yellow pages for litigation and criminal injury law firms. Larger firms will have a business manager that will be a useful person with whom to talk. If you can't identify the business manager, ask to speak with the legal assistant to the attorney. Find out who orders display boards, etc., for court trials.
- ❖ Don't be afraid to "put your money where your mouth is". In getting the appointment with the business manager or legal assistant, say the following: "I have a very exciting service that your law firm will want to take advantage of. We print display boards for trials and want to meet to discuss our services. Give me ten minutes and I will answer all your questions. As a thank-you for listening to my presentation I will give you a coupon for a free 20x30 poster to encourage you to try my service. The coupon is no charge, and there is no obligation, it's just my way of saying thanks for a few minutes of your valuable time".
- ❖ Additional services you might consider: lamination. Laminators and laminating supplies are available from FotoZoomer. Expedited delivery and shipping services. Many trials and depositions take place in remote locations.



## The Need: Trade Show Exhibitor Tools

There is typically a continuing stream of Trade Shows in your community. Many exhibitors have last minute changes or promotional ideas when they arrive at the trade show but they do not have a convenient way to turn these last minute “ideas” into a professionally prepared banner, poster or sign. These promotional materials may also need lamination, mounting onto poster board, special Velcro adhesive strips or grommets to hang the material in the booth, or inserted into a pull-up banner display.

### Profitability of the Application

<b>Banner:</b>	<u>2' x 5' Banner</u>		
Banner Sells for:	\$75.00		
Cost to produce (ink and scrim banner):	\$15.30		
Cost of grommets	.20		
Total Cost to produce a 2 ft. x 5 ft. banner	\$15.50		
<b>Profit to You Per Banner:</b>	<b>\$59.50</b>		

<b>Signs:</b>	<u>16x20</u>	<u>18x24</u>	<u>24x36</u>
Sign Print Sells for:	\$14.08	\$15.54	\$31.68
Cost to produce (ink and photo luster):	\$2.32	\$2.61	\$5.22
<b>Profit Per Sign:</b>	<b>\$11.76</b>	<b>\$12.93</b>	<b>\$26.46</b>

<b>Poster Board:</b>	<u>24" x 30" Poster Board</u>		
24" x 36" Poster Board Exhibit Sells for:	\$45.00		
Cost to produce (ink and poster board):	\$10.73		
<b>Profit to Per Poster:</b>	<b>\$34.27</b>		

<b>Pop-up Banner:</b>	<u>32" x 72" Banner Stand</u>		
32" x 72" Poster with Banner Stand Sells for:	\$160.00		
Banner Stand cost	\$39.95		
Cost to produce (ink and banner):	\$11.78		
Total cost to produce pop-up banner	\$51.73		
<b>Profit Per Banner:</b>	<b>\$108.27</b>		



### Marketing Ideas

- ❖ Look for community convention centers or convention centers associated with the larger hotels in your community. Go meet with the convention center managers or with the hotel's manager of events and catering. Educate them on the services you can provide to their customers. As for a list of upcoming events. Identify the sponsor of the event. Send them a package on your services. Ask if information on your services can be sent out with information on the tradeshow to their planned exhibitors.
- ❖ Distribute a flyer to exhibitors on “setup” day stating that you can print banners at the tradeshow for any last minute changes people may want to make. Make sure you contact information is included in the hand-out.
- ❖ Any material you may need to provide this service is available from FotoZoomer. Pop-up stands, vinyl banner material, poster board, grommets, seam tape, laminators and laminating material, etc.





# FotoZoomer Business Revenue & Profit Potential

	Your Revenue Potential Per Month	Your Profit Potential Per Month	
❖ <b>Picture to Poster Photo Kiosk</b> 15 Posters/Month, (>1 per day)	\$450.00	\$371.70	
❖ <b>Fundraising for Local Schools and Charities</b> 1 Event/Month, 40 Posters	\$1,200.00	\$751.20	
❖ <b>Canvas Picture Maker</b> 5 Canvas Prints/Month	\$372.20	\$274.20	
❖ <b>Art Depot for Professional Photographers &amp; Artists</b> 26 Artists Prints/Month, (1 per day)	\$1,430.00	\$651.04	
❖ <b>Retail Store &amp; Casual Sign Maker</b> 26 Signs/Month, (1 per day)	\$366.08	\$305.76	
❖ <b>Banner Maker – Scrim Banner</b> 8 Banners/Month, (2 per week)	\$600.00	\$476.00	
❖ <b>Event Signage – Vinyl Adhesive/Gator Board</b> 5 Signs/Event, 4 Event/Month, 20 Event Signs/Month	\$700.00	\$547.00	
❖ <b>Courtroom Exhibits for Attorneys</b> 4 Posters/Month, (1 per week)	\$180.00	\$137.08	
❖ <b>Trade Show Exhibitor Tools</b> 4 Pop up Banners/Month (1 per week)	\$1,000.00	\$433.08	
<b>GRAND TOTAL</b>	<b>\$6,298.28</b>	<b>\$3,947.06</b>	<b>Potential New PROFIT PER MONTH for your Business</b>



**HOW MUCH OF THIS PROFIT POTENTIAL CAN YOU GRAB?**

# FotoZoomer Profit per Print

This Column is  
Your Profit on Each Print

PREMIUM LUSTER PAPER PRINTS					
WIDTH	LENGTH	MEDIA & INK COST	SUGGESTED RETAIL PRICE	\$ PROFIT PRINT	% PROFIT MARGIN PRINT
8	10	\$ 0.62	\$ 5.98	\$ 5.36	89.6%
11	14	\$ 1.63	\$ 12.98	\$ 11.35	87.4%
16	20	\$ 2.72	\$ 14.08	\$ 11.36	80.7%
18	24	\$ 3.06	\$ 15.84	\$ 12.78	80.7%
22	28	\$ 4.76	\$ 29.04	\$ 24.28	83.6%
20	30	\$ 5.10	\$ 26.40	\$ 21.30	80.7%
24	36	\$ 5.22	\$ 31.68	\$ 26.46	83.5%
CANVAS PRINTS					
WIDTH	LENGTH	MEDIA & INK COST	SUGGESTED RETAIL PRICE	\$ PROFIT PRINT	% PROFIT MARGIN PRINT
8	10	\$ 2.71	\$ 16.00	\$ 13.29	83.1%
11	14	\$ 3.72	\$ 40.00	\$ 36.28	90.7%
16	20	\$ 4.96	\$ 38.72	\$ 33.76	87.2%
18	24	\$ 5.58	\$ 43.56	\$ 37.98	87.2%
22	28	\$ 8.68	\$ 79.86	\$ 71.18	89.1%
20	30	\$ 9.30	\$ 72.60	\$ 63.30	87.2%
24	36	\$ 11.16	\$ 87.12	\$ 75.96	87.2%
SCRIM BANNER					
WIDTH	LENGTH	MEDIA & INK COST	SUGGESTED RETAIL PRICE	\$ PROFIT PRINT	% PROFIT MARGIN PRINT
24	36	\$ 9.18	\$ 45.47	\$ 36.29	79.8%
24	48	\$ 12.24	\$ 60.63	\$ 48.39	79.8%
24	60	\$ 15.30	\$ 75.79	\$ 60.49	79.8%
36	48	\$ 18.36	\$ 90.95	\$ 72.59	79.8%
36	60	\$ 22.95	\$ 113.69	\$ 90.74	79.8%
36	72	\$ 27.54	\$ 136.42	\$ 108.88	79.8%

Every Print  
Generates  
Significant  
Revenue &  
**PROFIT!!**

**STOP** chasing  
pennies and  
**START** chasing  
**REAL MONEY!!**



<b>Store Variables:</b>	
<b>Daily store customer walk in counts:</b>	
Daily # of customers:	30
Total customer count for a 5 day work week:	150
<b>Total Monthly customer count:</b>	645
<b>Reduction of customer potential use 80%</b>	516
<b>Potential Customer usage (20% of current customers)</b>	<b>129</b>
<b>Average Monthly Print Revenue:</b>	
15% of your potential customers spend \$25.00:	\$483.75
10% of your potential customers spend \$15.00:	\$193.50
25% of your potential customers spend \$10.00:	\$322.50
45% of your potential customers spend \$5.00:	\$290.25
5% of your potential customers spend \$30.00:	\$193.50
	\$0.00
<b>Total Revenue created:</b>	<b>\$1,483.50</b>
<b>Equipment lease cost</b>	<b>\$343.00</b>
<b>Average cost per print 20% of revenue</b>	<b>\$296.70</b>
<b>Total Profit after all cost:</b>	
<b>Profit per month after all cost:</b>	<b>\$843.80</b>
<b>Annual Profit after all cost:</b>	<b>\$10,125.60</b>





# Paying for your FotoZoomer System

	Revenue Per Month	Profit Per Month
❖ <b>Picture to Poster Photo Kiosk</b> 15 Posters/Month, ( >1 per day)	\$450.00	\$371.70
❖ <b>Fundraising for Local Schools and Charities</b> 1 Event/Month, 40 Posters	\$1,200.00	\$751.20
❖ <b>Canvas Picture Maker</b> 5 Canvas Prints/Month	\$372.20	\$274.20
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❖ <b>Retail Store &amp; Casual Sign Maker</b> 26 Signs/Month, (2 per day)	\$366.08	\$305.76
❖ <b>Banner Maker – Scrim Banner</b> 8 Banners/Month, (2 per week)	\$600.00	\$476.00
❖ <b>Event Signage – Vinyl Adhesive/Gator Board</b> 5 Signs/Event, 4 Event/Month, 20 Event Signs/Mo.	\$700.00	\$547.20
❖ <b>Courtroom Exhibits for Attorneys</b> 4 Posters/Month, ( 1 per week)	\$180.00	\$137.08
❖ <b>Trade Show Exhibitor Tools</b> 4 Pop up Banners/Month (1 per week)	\$1,000.00	\$433.08

FotoZoomer  
System with  
**44"** Printer:  
**\$329 per Month\***  
**\$343 per Month\*\***

FotoZoomer  
System  
**Kiosk ONLY**  
**\$206 per Month\***  
**\$213 per Month\*\***

\*60 Month, FMV Lease O.A.C

\*\*63 Month FMV Lease  
O.A.C. NO Payments for 90  
days includes start up  
supplies.

Implement any **ONE** of the applications above  
and you pay for your system and make a **PROFIT**,  
Implement any **TWO** and be in the **TOTAL PROFIT ZONE!!!**

**CAN YOU MAKE THIS HAPPEN? OF COURSE!**  
**CAN YOU DO 3 APPLICATIONS? HOW ABOUT 4?**



## Current Owners' Top Ten Reasons for Acquiring a FotoZoomer

1. "FotoZoomer attracts new customers to my store."
2. "Profits – FotoZoomer has had a great impact on my weekly and monthly business, not just in printing pictures but with packing and shipping also."
3. "FotoZoomer allows me to partner with schools and other groups using it as fund raising tool for the community."
4. "Allows me to offer services on-demand that others can't, like banners for businesses, T-shirts, canvas prints, and more; all from one system."
5. "I have the ability to control my cost and do my own advertising along with offering savings to other small independent businesses with the same abilities."
6. "Ease of use is the best feature of all, anybody can run this system."
7. "High quality prints are better than what you expect. Customers love what they get."
8. "Service support is 'Top-Notch'. Not that the system needs it but they are always willing to help, especially with follow-up training or that *wild* customer request."
9. "Return on investment information is right on the mark."
10. "My employees love the addition because it gets a lot of attention from our customers."



## Next Steps

### ❖ Get Pre-Qualified for a FotoZoomer Lease

- Complete attached FotoZoomer Credit Application and fax to 864.286.6767


### ❖ Check our References

### ❖ Get the System Installed ASAP!!

**FUN, EASY, SIMPLE  
and best of all  
PROFITABLE!**






**FotoZoomer, LLC 1110 Butler Road, Suite A-R Greenville, SC 29607**  
**864-286-6868 Phone — 864-286-6767 Fax**

### FOTOZOOMER CREDIT APPLICATION

Please fax completed credit application to (864) 286-6767

Corporate Name	DBA/Company Name	Phone #		
Address	City	State	Zip	County
FAX #	Contact Person	Title	E-Mail Address	
Federal ID #	Type of Business (circle one)		Business Start Date	
	Corp	LLC	Partnership	Proprietorship
Name Principal / Owner #1	% owned		Title	
Home Address	City	State	Zip	Home Phone Number
Social Security #	Date of Birth			
Name Principal / Owner #2	% owned		Title	
Home Address	City	State	Zip	Home Phone Number
Social Security #	Date of Birth			

Has the applicant ever had:    Repossession \_\_\_\_    Bankruptcy \_\_\_\_    Judgment \_\_\_\_    Date of Occurrence \_\_\_\_

Applicant's Statement: Applicant (s) have answered questions fully and truthfully. Applicant (s) understand that FotoZoomer, LLC and /or related lenders and agents and/or its assigns ("FZ") may check applicant (s)' credit record. Applicant (s) give all of its creditors permission to give FZ and /or it's lenders any information needed to determine whether FZ will grant Applicant (s) credit.

Authorized Signature # 1	Print Name	Title	Date
Authorized Signature # 2	Print Name	Title	Date

© FotoZoomer LLC, 2008

Please fax completed credit application to (864) 286-6767

To join the FotoZoomer Family complete the credit application mark your desired package and fax the credit application back to 864-286-6767. We will contact you to verify your order and get the process rolling to get you printing as soon as possible.

All leases are subject to credit approval.



FOR MORE INFORMATION ON  
FOTOZOOMER CONTACT US AT:



1110 W. Butler Rd., Suite A  
Greenville, SC 29607

Office (864) 286-6868 • Fax (864) 286-6767

Website: [www.fotozoomer.com](http://www.fotozoomer.com)

E-mail: [sales@fotozoomer.com](mailto:sales@fotozoomer.com)

