

## **Complete Photographics Townsville, completely sold on wide format printing.**

Spend just a few minutes on the phone to Jacqui Piggott, the owner of Complete Photographics at the Stockland Centre in Townsville and after the conversation you will be totally motivated to go purchase an Hp Z3100 wide format printer from Photo Direct.

Confronted by rapidly declining film processing orders, increasing price competition from majors such as Harvey Norman and BIG W and the knowledge that “we needed to be doing something else” Jacqui picked up on comments from a fellow photo retailer at neighbouring Airlie Beach and hasn’t looked back since that day.

At a Photo Plus meeting, Shane Savy from Tropics at Airlie Beach told Jacqui that investing in a wide format printer was a good idea as the equipment would pay for itself in less than 6 months. Jacqui’s first reaction was one of disbelief but to her delight Shane was absolutely correct. From day one the Hp Z3100 has been generating sales of more than \$150 per day, “I cannot believe the success I am having” says Jacqui. ‘I know I have good customers but it’s hard to keep them coming back when you’re fighting 10 cent prints. The wide format printer has really turned my business around and we can now see a very positive future ahead.”

The printer has been cleverly positioned at the front of the store, near the photo tellers so customers can easily see the printer in action. The clever placement of the printer is supported by tactical price promotions (currently Jacqui is offering 30% off jumbo and canvas prints) which are clearly perceived as a great deal by customers. And for those customers wanting a little help with the creativity of their wide format collages Jacqui provides a convenient turn-key service for them at premium rates. Jacqui has also discovered an incremental, bonus stream of sales revenue from customers wanting copy prints and slides.

Jacqui cites the following six reasons why she has become such a fan of the Hp Z3100

- The printer was so simple to set up
- It’s easy to use
- The print quality is excellent
- The margins are terrific
- The team at Photo Direct has given her fantastic support.
- And most importantly her customers are loving the new service.

So in spite of being a tad sceptical of Shane’s recommendation in the beginning and a little scared of the new technology, Jacqui’s success with her wide format printer now has her focussed on the ‘gift’ market potential. Jacqui has no hesitancy in acknowledging how “the printer is saving her business” and welcomes any calls from other independents wanting to know more.



CAPTION: Jacqui serves another happy customer



CAPTION: Guess what's on offer at Complete Photographics!