



**Media Release**  
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**Photo Direct launches Profit Protection program on HP equipment.**

One of the most daring and brave marketing offers seen in a long time has just been offered to photo retailers across Australia and New Zealand. Adapted from the kinds of promotions currently being made in the US auto industry the Photo Direct deal is remarkable in that it's designed to totally remove a photo retailer's fear from purchasing new equipment before the PMA Show in Sydney.

Essentially Photo Direct will ensure any participating retailer they will make sufficient gross margin to cover a standard finance payment for the first six months and if the retailer doesn't then Photo Direct will make up the shortfall.

When the idea was first proposed to retailers the feedback was very positive says Peter Budd. "I spoke to a couple of retailers about the value proposition and they were gob-smacked by the concept. Now that it's out in print you'd really have to be retiring not to take up this program."

With 4x6 photo prints on the decline, one of the key categories showing robust consumer growth is the customized, creative-product segment. For many retailers however personalized products like photo books, calendars, posters and greeting cards are a new area of competition and while most see the sales opportunity they have been slow to seize on it.

As the exclusive distributor for the HP range of photo retail solutions, Photo Direct has seen the powerful and increasing pull the equipment's functionality has on consumer demand for these new products. "Many of our retailers had their best-ever results last Christmas thanks to personalized products created by customers off HP kiosks" stated Steuart Meers.

"Our sales experience and consumer insights over the last 24 months with HP has meant we can now deliver this kind of marketing program with the utmost of confidence," says Steuart. "After all if as a supplier, we can't create programs like this and put our money where our mouth is, then it essentially means we're failing as an industry."

The Profit Protection program also includes a tailored marketing plan, point of sale materials, an in-store demonstrator, plus participation in the new, national marketing campaigns due for release shortly. For more information simply contact Photo Direct on 1300 364 817.

*For more information on this article please contact Susan Smith at Photo Direct on (03)98941644. Photo Direct is a major supplier to the photo imaging industry across Australia and New Zealand, offering its customers total business support in order to create more sales, faster and more profitably.*