

# durst

## Leader in the photo book sector



### **DURST JOTA: A PRODUCT FOR EVERYONE**

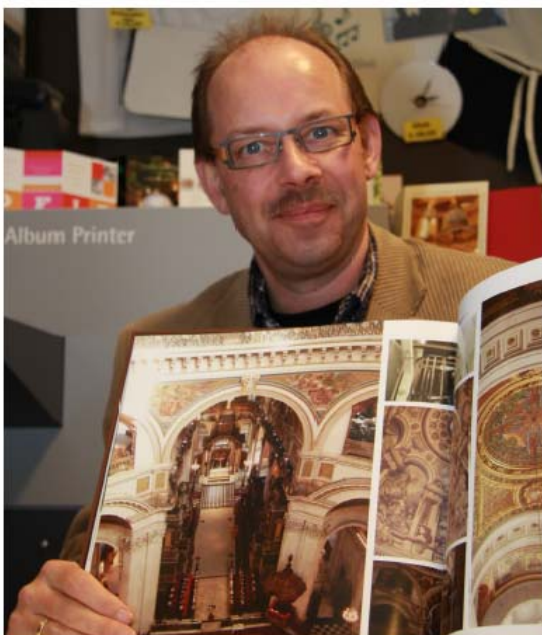
Since the last edition of Photokina, the possibility for photo shops to create digital photo-albums has really increased considerably, so much so that this is no longer a novelty for many resellers. No-one better than us knows how important digital photo-albums are; of these, Durst, sector specialist, was an authentic forerunner when it created Jota, now a symbol of maximum quality. A quality available for more and more studios and photographic resellers.

To tell the truth: Durst Jota is neither the most compact digital photo album processing solution, nor the cheapest. But in terms of versatility and, above all, print quality, it is decidedly the best. A product that does not just answer to the needs of the most important, expensive photographic studios, but also to those of small structures like Fotorama, a shop in the small centre of IJsselmouden.

### **THE FIRST AND THE BEST**

Jan Willem Genuït opened his photo shop about twenty years ago. At first, Fotorama was not much more than "a shop in a shop", situated, as

it was, in the town supermarket. Now it is a real, true sales point near the small commercial centre of IJsselmuiden, just outside Kampen. Though it still hasn't lost its small village shop look: its small size and entrance on the corner in true Dutch style still make it a place village people feel at home in. Just what its owner wants. More than to the shop, he applies the "hi-tech" concept to what it sells. That's why Genuït has chosen Durst Jota.



"Fotorama sells everything with anything to do with the photography world", Genuït explains. "Here a customer can find everything needed or wanted to satisfy his/her passion. Down in the basement, we have also set up a studio where we develop photo portraits. But IJsselmuiden is too small to think it can survive on a local clientele: that's why I'm always on the lookout for new opportunities to widen my horizons, both literally and figuratively. We mustn't forget that the environment here is still pretty traditionalist and people consider the classical photo album

as something sacred. But I realised straight away that, in time, even the most traditional market would have evolved towards digital. So when the first customers timidly started to ask me if I made photo albums, I began to take a detailed look at what the market had to offer. It was important for me not have to join up with a larger photographic studio or sector specialist, like those, for example, who operate on line, as they would only have ended up using me as a go-between, while I wanted to be able to produce digital albums here, in my shop. Moreover, one of the strong points of anyone doing this job independently is the chance to be able to adapt rapidly to new market developments. Fotorama was the first photographic reseller in the neighbourhood to have a mini-laboratory, the first to sell APS cameras and the first to sell digital cameras. Consequently, we couldn't not be the first to offer digital photo albums. Our customers were expecting it".

## **FACING COMPETITION**

"After careful assessment, I decided to choose Durst Jota", Genuït added. "Naturally, my long-term friendship with Cees Bockstart affected my choice a lot along with the fact that I much appreciated both his and his collaborators' personal interest. Even now, this collaboration is a safe reference point for me. But, naturally, the decisive factor was seeing what a device like Jota can offer my activity's growth. Without counting the fact that investment costs are high, so if you choose a product like this, you have to be reasonably sure that your effort will bring in suitable profits. And then I

had to convince the bank, which, luckily was not too hard, even though, I must say, I was lucky that I had signed an agreement with them before the financial crisis bubble burst. Though I must say that the Durst Jota has been here since last August and I'm really satisfied. Despite my initial precautions, the Jota proved to be a profitable product from the very start, and up till now not a single week has gone by without me managing to recover costs and the number of photo album requests is increasing week by week! The quality always stays the same and this means I can face competition from the other photo album producers with no difficulty whatsoever. My offer stays competitive from a price point of view too and means I can earn an interesting margin. And then the Jota has another great advantage; it can also be used to produce "normal" digital prints with an ample choice of size, from 10x15 right up to 46x63 cm on both sides! So even from that point of view, this machine offers you much more than a normal mini-laboratory and is without a doubt unique in being able to print on both sides; we also use that to replace the sheets of an album compatible with the traditional format. Printing on both sides is an interesting solution, not just for photo-albums but also for greetings cards. Then the Jota leaves you a lot of room for creativity: besides the Jota Album software, full of solutions and really easy to use, the machine also uses Photoshop".

## **AN AGELESS CLIENTELE**

"In this area we all know each other and have a strong community spirit so that's why almost everyone knows that my shops create lovely photo albums. Around here, word-of-mouth is an excellent means of advertising. And we're also noting that many older customers who hadn't taken photos for some time are now coming to see us, often with a bunch of old photos to ask whether we can turn them into a digital photo album. And naturally we can. We also organise regular workshops where we explain how digital photo albums are made. These initiatives are very successful and bring us excellent economic results. And then we have an increasing number of new customers, both those coming by the shop and others who have got to know of us online. However, despite this, there is still not a real, true photo album market so you need to advertise your services, for example at the cinema, an excellent help in that sense. We do that in both Kampen and in Zolle, presenting ourselves as sector specialists. Advertising in cinemas is much cheaper than you'd think and has good results. In the meantime, our customers still order photo albums through our website, [www.fotorama.nl](http://www.fotorama.nl), often from outside the region. We're shipping all over the country and, above all, are the ones to supply all colleagues in the area with photo albums. Collaborating with them is not just a pleasure for us, but also means getting results faster. The possibilities offered by Jota are just about never-ending: we've even done photographic services for a

burial and an album celebrating a garage. Photo album sales are really growing and that's positive now that the demand for paper photos is dropping. And we mustn't forget really interesting earning margins with photo albums. Digital photo albums are a real safety anchor for photo shops and many colleagues are now just one step away ..."