

70

IDEAS FOR YOUR PERFECT NEWBORN SAMPLE

YOUR GUIDE TO SAMPLE PRODUCTS



WHY A NEWBORN PHOTOGRAPHER NEEDS A STUDIO SAMPLE?

YOU SELL WHAT YOU SHOW



- 10x10" Complete Album Set, Exclusive Collection (albums and boxes shown separately), UV printed text on the cover, from the left: A50, A47, A48, A49, A50, A52 textile material;
- USB MemoryBox A47, A52, A50 (from the left)

Often when a client sees a Photo Album, or any other Photo Product, in a photographer's studio it's their first time experiencing a professional product. Mistakenly, clients will think all products are like those at discount mega-stores. You sell what you show; unless you show them exclusive, high quality printing and photo products they won't understand it's actually exactly what they're looking for.

EDUCATE YOUR CLIENTS

THE IMPORTANCE OF PRINT

Now people take more pictures than ever before. Yet, today these precious memories end up stored on cloud servers and memory drives – rarely to be seen. Educate your clients on the importance of print and have gorgeous print products on display where they are easily visible and accessible. Having a session with your clients in your sample products goes even further in showcasing the necessity of beautifully printed, high-quality family heirlooms.



- 6x6" Triplex, E8 leatherette (on the top);
- 12x12" Complete Album Set, Exclusive Collection, E8 exterior leatherette and A28 interior textile;
- 6x9" Triplex, J28 leatherette (on the right)



GET ONE SAMPLE PRODUCT

75%OFF

With the code: **NEWBORNPDF**



Terms&Conditions:

Include promo code in the appropriate area before checkout. 75% discount applies to one sample product. Choose one product from: Complete Set, Photo Album, Photo Book Pro, DreamBook 4k, Folio Box, Triplex or one product from the Wall Decor category. The product will be labeled 'Sample Product not for Resale' or, in the case of Wall Decor product, 'SAMPLE PRODUCT'.

Important: This code is valid for your first order with us. To be used within 30 days since you received this email. This offer cannot be combined with other promotions.

nphoto

020 3409 4355
www.nphoto.com
customerservice@nphoto.com



8x8" Photo Album, Exclusive Collection, V12 Suede Textile

PRO TIP

ANASTASIA FOLMAN

Germany-based photographer, specializes in newborn, maternity and family photography.

Founder of Vereinigung Professioneller Kinderfotografen (Association of professional kids photographers)



“Why do you need sample albums in your studio? This question often comes from my students attending workshops I organise. And the answer is obvious. Our customers are people, whether pregnant, new moms or proud fathers. People who can feel, see and hear. And people use senses to decide whether they want to buy a product or not.

We can tell our customers a lot about how great the products are, but if they can not see and touch, it's hard to imagine what the real product might look like. We can show many pictures on an iPad, but they can feel and see the quality only when the product is in their hands. And for these three reasons, we need sample albums in the studio, so that our customers can fall in love with our work and products we offer and make a decision to buy them.

quote from an interview with nPhoto



- 10x8" Folio Box (with grey matted prints), vertical format, J49 exterior leatherette and A50 interior textile; Artwork by Anastasia Folman;
- 7x7" Triplex J49 leatherette



8x8" Complete Album Set, Acrylic Collection, AP4 window, A17 textile; Artwork by Anastasia Folman

PRO TIP

DORIE HOWELL

co-founder of professional photography educational and networking platform, IPS Mastermind



“People buy what they see. It is good to show them samples so they can see the quality and realise that what you are offering they are not going to be able to get at their local store. That it’s something unique to your business and it’s beautiful and it’s a little bit different and a little bit special.”

quote from an interview with nPhoto



7x7" Triplex E5 leatherette



SHOW OFF YOUR BEST

Sample products are the best way to show off your skills to your potential clients. Digital images on social media, or even a decent desktop monitor, can not reproduce and showcase the best from your photography in the way professional printing can – and does. Have your work printed either in a collection of „Best Shots“, or from a single, cohesive session (or both). Either way increases a tangible album sample in studio is a must that increase your chances for a sale.



12x12", Framed Print, wooden frame in black

PRO TIP

MEGAN DIPIERO

Award-winning, Certified Professional Photographer, creator of Rise To The Top with Megan DiPiero Facebook group



“Your client is not going to know they need print products unless you tell them. Have a sample and put it in their hands. The psychology of this is that when people touch something they take ownership of it.”

quote from an interview with nPhoto



- 10x10" Photo Album, Exclusive collection with silver metal corners, E8 leatherette;
- 12x12" Photo Album, Exclusive collection, J28 leatherette;
- 6x8" Photo Albums, Exclusive collection, A56 textile and J28 leatherette (on the top)

10x10" Complete Album Set, Exclusive Collection, P10 cut-out window, UV printed text on the cover, A31 textile material



8x8" Complete DreamBook 4K Set, Acrylic Collection, AP3 window, J47 exterior leatherette and A48 interior textile



REASONTOPRINT

NOTHING COMPARES TO
A HIGH-END PRINT WHEN
IT COMES TO SHOWCASING
YOUR BEST SHOTS.



6x6" Photo Album, Exclusive Collection, embossed text on the cover, J47 exterior leatherette and A47 interior textile

#nPHOTOPROTIP



Set up your studio to resemble a home setting. Clients usually keep their photo products at home and often they become part of their home decor. Arrange part of your studio to make it look like a cosy room. You can use a dresser with a Triplex on top and with a canvas hanging on a nearby wall, or put Photo Albums on a coffee table. This way it will be easier for clients to imagine products in their own home.

- from video "Arrange your studio this way and sell more", visit blog.nphoto.com/pro-tip-sign-up and subscribe to our #nPhotoPROtip videos.



6x6" Photo Album, Exclusive Collection, embossed text on the cover, C3 exterior leatherette and A19 interior textile

PRO TIP

BRAYDEN FIELDING

Texas-based professional photographer who specializes in family, portraits, and senior photography



I bring a massive canvas and showing it, holding it up on their wall and being able to see what that would look like over their fireplace totally changes things and makes for a way better experience. Clients have no idea what they would look like on their walls. And once they see those images on a wall - even if it's not their wall - they think "oh my gosh, that's so cool my family can be part of our home".

quote from an interview with nPhoto



24x16" Canvas, 40 mm frame thickness



- 16x12" Canvas, 20 mm frame thickness;
- 12x12" Canvas, 20 mm frame thickness;
- Artwork by Aga Tetera



8x12" Stacked Acrylic Print. Artwork by Lory Marie



12x12" Framed Print with passepartout, wooden frame in white

#nPHOTOPROTIP

“Invite the extended family to the viewing session. You can be certain that grandparents will also love to have some kind of printed product of their own. It’s a win-win situation that will make the whole family happy and will get you an extra sale.

- from video “Parent Albums - involve the whole family”,
visit blog.nphoto.com/pro-tip-sign-up and subscribe to our #nPhotoPROtip videos.

6x9" Fine Art Prints with Box for Fine Art Prints



PRO TIP

BIANCA ROSENBERGER

Newborn, cake-smash, kids and belly-boudoir photographer with over 10 years of experience



As soon as clients enter my studio they see various sample albums and photo products I order from nPhoto, and they immediately are curious about them. During the newborn shoot, they have time to look at the products and hold them in their hands. Since I have the albums in my studio I sell almost 80% of my favorite package that includes an album - whether via IPS or the gallery, both are well received. This album is an heirloom that customers can touch and share with others and not store these photos on a hard drive. Customers just love it and my sales grow.

quote from an interview with nPhoto



8x8" Photo Albums Glamour with Swarovski Crystals collection, SV5 pattern, pink J47, green J49


**CLICK
HERE**
TO DESIGN
THIS PRODUCT

#REASONTOPRINT

PRINTING IS HELPING
PEOPLE TO SURROUND
THEMSELVES
WITH BEAUTIFUL,
SIGNIFICANT MOMENTS
CAPTURED IN TIME.

PRO TIP

LYDIA BECKER

Maternity, newborn and family photographer.
IPS mentor and workshop host



With my sample albums, I send my clients on a fantasy journey. When they hold an album in their hands they immediately imagine filling it with their own pictures and stories. These emotions and the feeling of holding in your hands a high quality product that can belong to you, can only be created when you have a physical sample album. To emphasize the quality and importance of the albums, I like to mention that this product survives the years, and later can be passed on as an heirloom to the children - a timeless and beautiful memory.

quote from an interview with nPhoto



10x10" Complete Album Set, Acrylic Collection,
AP4 window, A49 textile

6x8" Photo Albums, Exclusive Collection, UV printed self-made pattern, A55 (left), A54 (right)



6x8" Photo Album, Box made to fit, Exclusive collection, UV self made pattern, A53 exterior and A19 interior textile



#REASONTOPRINT

MEGAN DIPIERO

Award-winning, Certified Professional Photographer, creator of Rise To The Top with Megan DiPiero Facebook group



If you are a photographer who believes in digitals and you have never been giving print products - simply, go order a print product from a high-end vendor and when it comes in the mail and you open it up you are going to be like: "Wow, I am an amazing artist" Because something might look beautiful on a screen but then you have it in your hands you are just like: "This is art, this is a piece of art".

quote from an interview with nPhoto



8x8" Complete Album Set, Acrylic Collection, AP9 window, H16 material; Artwork by Anastasia Folman;



12x12" Framed Print, wooden frame in black

10x8" Box for Prints (with USB), white matted prints, J51 exterior leatherette and A52 interior textile



#nPHOTO**PRO**TIP

“Don't only have samples - promote them too. Take pictures of print products you offer and examples of what you gave to your clients. Put pictures of your samples on your website and on your social media channels so clients are aware that you offer photo products before they come for a session.

- from video "So you have your samples...now start to market them", visit blog.nphoto.com/pro-tip-sign-up and subscribe to our #nPhotoPROtip videos.



- 7x7" Triplex J49 leatherette;
- 12x8" Photo Book Pro Exclusive, A50 textile;



- 5x7" Folio Box, vertical format, V3 exterior velvet and A37 interior textile, laser-etching self-made pattern;
- 8x8" Photo Album, V11 velvet material, laser-etching self-made pattern;
- 10x10" Photo Album, V2 velvet material, laser-etching self-made pattern



Photo Calendar Pro B2 vertical and horizontal;
Artwork by Lory Marie



- 10x10" Photo Album, V2 velvet material. laser-etching self-made pattern;
- 8x12" Folio Box, vertical format, V5 exterior velvet

#REASONTOPRINT

MELANIE SCHÖNEMANN

Experienced newborn photographer, creating beautiful, unique baby photography, print photographer practising in-person-selling



I've been a photographer for about 10 years and a customer of nPhoto for almost as long. My clients can not buy digital files from me, as I focus on products that will accompany my clients through many years of their lives - Albums and Folio Boxes. The best way for my customers to feel the true value of these "photo treasures" is to hold them in their hands, which is why I have in my studio samples in many patterns in all shades of pastel colors that nPhoto offers. Customers can directly see the product and available colors and can be sure that they have chosen a real favorite combination.

quote from an interview with nPhoto



- 8x12" Photo Album with matching Album Box, Exclusive Collection, embossed text on the cover, J51 exterior leatherette and A52 interior textile;
- 12x8" Complete Album Set, Exclusive Collection, embossed text on the cover, J47 exterior leatherette and A48 interior textile;
- 6x6" Photo Album with matching Album Box, Exclusive Collection, embossed text on the cover, J49 exterior leatherette and A50 interior textile



8'x8', Stacked Alu-dibond Metal Print



8x8" Framed Alu-dibond Metal Print;
12x12" Stacked Acrylic Print finished with white cardboard

#nPHOTOPROTIP

“Keep in touch with your clients. It's much easier to maintain clients than to find brand new ones. Newborn photography is the perfect environment to implement this idea. Make your client keep coming back from pregnancy session to newborn session, cake-smash session, first birthday session, milestones sessions etc.

- from video "Maintain contact with your clients",
visit blog.nphoto.com/pro-tip-sign-up and subscribe to our #nPhotoPROtip videos.



6x8" Photo Albums, Exclusive collection, A53, A37, H5, A38, A56 (from the top)



#REASONTOPRINT

A HIGH-QUALITY PRINT ON
A PROFESSIONAL MEDIUM
IS THE ICING ON THE CAKE –
IT'S THE ONLY WAY TO HAVE AN
IMAGE REALISE ITS **FULLEST POTENTIAL.**



12x12" Photo Book Pro, Box made to fit, H12 exterior
and A38 interior textile; Artwork by Ana Brandt



**CLICK
HERE**

TO DESIGN
THIS PRODUCT



8x8" Complete DreamBook 4K Set, J47
exterior leatherette and A48 interior textile

#nPHOTOPROTIP

“ Make the delivery process a special experience. Put a lot of effort into the moment you are delivering the product to your client. The best way to do it is in person, but even when you have to ship it – make it look and feel as if they are getting a gift. Buy some fancy wrapping paper, get yourself some beautiful stationery, write thank you notes – after all, they are spending a lot of money on these products. Leave them with the unbelievable experience. First impressions are important, but last ones are too.

– from video “Enhance client experience this way”,
visit blog.nphoto.com/pro-tip-sign-up and subscribe to our #nPhotoPROtip videos.

- 12x12” Dream Book 4K, Acrylic collection, AP4 window, A38 textile (left);
- 12x8” Dream Book 4K, Exclusive collection, P4 window, H16 textile (right)





6x8" Photo Album, Exclusive Collection, Box made to fit, laser-etched self made pattern on the cover, A35 exterior and A27 interior textile

nPHOTO'S FLAGSHIP PRODUCT

COMPLETE SET

BRIDGE THE GAP BETWEEN PRINTED
PRODUCTS AND DIGITAL FILES

With this you receive a Photo Album, Photo Book Pro or DreamBook 4K depending on your choice; a matching Box and USB (optional). In our Complete Sets, each Box and Album/Photo Book/DreamBook 4K have identical covers and the USB is coated in the same textile as the interior of the box.



12x12" Complete Photo Book Pro, Exclusive Collection,
T1 cut-out window, J51 exterior leatherette and A51
interior textile; Artwork by Ana Brandt



12x12" Complete Photo Album Set, Acrylic Prestige Collection, AP4 cut-out window, H7 textile material

MAKE AN IMPACT

FOLIO BOX

WITH MATTED OR BOARD MOUNTED PRINTS



7x5" Folio Box with mini USB (Matted Prints in white with black core) horizontal format, A38 textile; Artwork by Michael Stief



- 5x7" Folio Box, vertical format, V3 exterior velvet and A37 interior textile, laser-etching self-made pattern;
- 8x12" Folio Box, vertical format, V5 exterior velvet



7x5" Folio Box with USB (grey Matted Prints) horizontal format, A28 exterior and interior textile


**CLICK
HERE**
TO DESIGN
THIS PRODUCT



10x10" Folio Box with mini USB, square format, white
Matted Prints, A54 exterior and A19 interior textile

BOX FOR PRINTS

DON'T LET YOUR PRINTS BE STORED IN A SHOEBOX

Instead of just handing out prints to your client, make something special out of it. Deliver your prints in our sophisticated, handcrafted Box for Prints and leave your clients in awe. Go one step further and personalise the box with their names and important dates. Add your logo on the back and spread the name of your brand to your client's friends and family when they come to see photos.

Available in two collections: Exclusive and Creative. In the Exclusive collection, you have 70+ linen and leatherette materials to choose from and many options of cover personalisation. The Creative Collection features a full-wrap cover photo so you can unleash your creative potential and use any of your own images. Designing is easy in our own designer, or uploading from a designer you're more familiar with.



6x4" Box for Prints, Exclusive Collection, V2
exterior Suede Textile and A37 interior textile



6x4" Prints

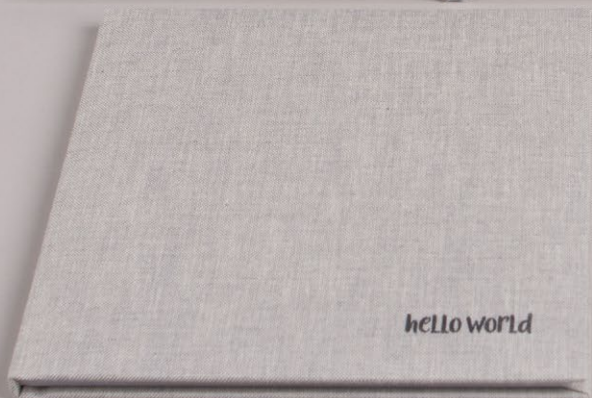
LITE ALBUM

THE PERFECT PHOTO ALBUM FOR YOUR MINI-SESSIONS

The perfect professional print product for those shorter, yet meaningful occasions, mini-sessions, and/or those on a budget. Our Lite Album offers the same high-end elegance, quality, and lay flat spreads as our full albums, but scaled back to a handy and practical 20×20 cm (8x8"), 5-40 spread option. Two beautiful paper types to select from: Fuji Lustre and Mohawk Eggshell. These paper types are mounted back to back, with spreads at 300 gsm and 400 gsm respectively.



- 8x8" Lite Album Gamma (top left);
- 8x8" Lite Album Exclusive;
- 8x8" Lite Album Gamma





- 8x8" Lite Album Gamma (from the top);
- 8x8" Lite Album Exclusive;
- 8x8" Lite Album Creative

The Lite Album is available in three collections characterising the exterior:

Gamma - bound in pearl-like textile, select a pattern from the ones available to apply to your cover.

Exclusive - with a hardcover finished in A30 Warm Grey Duo-weave Textile with the option to personalise the cover with a text or custom logo in UV Print.

Creative - with a matte laminate hardcover. Design a full wrap printed cover or select a pattern from the four available. Perfect choice if you want to have your photo on the cover.

TRIPLEX

THE PERFECT UPSELLING TOOL



7x7" Triplex, J28 leatherette



8x8" Triplex, F3, J47 and J51 leatherette



laser-etching, self-made pattern

MAKE YOUR SAMPLES TRULY YOURS AND
PERSONALISE IT THE WAY YOU WANT

LASER ETCHING, UV PRINTING, EMBOSSING AND MORE



embossed text, pink foil

WHAT'S THE DIFFERENCE BETWEEN A SAMPLE AND A FULL VALUE PRODUCT?

YOUR GUIDE TO SAMPLE PRODUCTS

With our Studio Samples you get a full-value product at a fraction of the cost. The only difference between Sample and non-Sample products is a label reading, „Studio Sample not for Resale“ etched on the inside back cover and printed on the front side of Wall Decor products. Our sample products are never branded with nPhoto logo by us and created to promote YOUR business, not ours.





10x10" Photo Album, Exclusive collection, UV print on the cover, silver metal corners, E8, F1, E8 leatherette (from the top)



- 8x8" Photo Album, V1 velvet material, laser-etching self-made pattern;
- 10x10" Photo Album, V2 velvet material. laser-etching self-made pattern

QUESTIONS AND ANSWERS

HOW MANY SAMPLES CAN I ORDER?

As a valued nPhoto Customer you are entitled to 3 Samples per calendar year. In individual cases, Sample limits can be increased. If you require more than 3 Samples, please contact your Account Manager or a member of the nPhoto Team.

Photo Albums, A28, A27 and H7 (right) textile materials. UV printed self-made pattern





6x6" Photo Album, Box made to fit, Exclusive Collection,
UV print text on the cover, A50 textile material



WHAT DISCOUNT CAN I GET FOR MY SAMPLE?

Our mission is to equip every professional photographer with samples at a fraction of the price. We believe that showing your art in a printed form helps you earn more and can expand your photography business more effectively than by offering just digital files.

We want to help you with that so we invest in our customers first. Create your desired sample product and pay only 25% what it's worth.

That's a **75%** discount for a start. Interested?





12x8" Complete Album Set, Exclusive collection, P4 cut out window, A49 exterior and A50 interior textile; Artwork by Lory Marie



16,5x12", Photo Book Pro, J51 leatherette;
Artwork by Aga Tetera Photography



10x10" Photo Album, V2 velvet material. laser-etching
self-made pattern

HOW TO START

YOUR GUIDE TO SAMPLE PRODUCTS

1. Register on our website.
2. Wait for your account to be verified (we do not sell to the public and we make sure we work with photographers only). Please check your SPAM folder if you don't hear back from us within 48 h.
3. Your personal advisor will get in touch with you with all the details and instructions on how to start ordering.

Want to order straightaway? Use the code at checkout:

NEWBORNPDF

Remember that you can only use the promo code on your first order with us.



SAMPLE DESIGNING 101

The sample product is all about you and your images.

The designing process will take you only a moment and you can do it in three ways:

- use our free and intuitive nDesigner PRO, accessed from the cart,
 - use our templates,
 - use our partners' software.



Q&A

1. How many images can I use in my sample?

You can order as many pages as possible in a given product—so there is no specific limit for sample orders. However, our graphic designers, who design templates daily, recommend limiting the number of images per spread to about 1-4. This is for aesthetic reasons and achieving the best possible photo presentation results.

2. Do you have a product catalogue and a swatch book?

Yes, we do have a product catalogue and a swatch book. Simply, add these products to your cart when placing your first order with us. They are also included in a Starter Box which is one of the best and most effective selling tools and a must-have if you just start your journey with nPhoto products. You will find these products in the nShop, which is our online ordering system, in the Selling Tools section. You can also download online versions of both in our Selling Tools section in the Customer Area on our website.

3. I'm trying to design my sample product, but the images seem blurry.

Our designing software, nDesigner PRO, works with thumbnails so please do not panic if your images appear blurry. If there is anything wrong with the quality of your file you will be notified by our system.

4. I have a discount code for a sample. How can I use it?

When you place your order, upon adding an item to the cart you will see a 'PROMO CODE' section. Please type in your discount code in this section, then click 'APPLY'. The price will be reduced automatically upon submitting your special promo code.

SHOW YOUR CUSTOMERS MORE COVER OPTIONS

DEMO COVER PACK

Try our Demo Cover Pack where you have the option to choose 5 cover options out of 24 pre-designed projects! Show them at meetings with your clients to give them a feel for the styles firsthand. Each cover is labeled on the back with the Photo Album Collection. You get 5 covers and a pre-designed box made to fit the five 12x12" covers.





10x10" Complete Album Set, Exclusive Collection,
H7 exterior and A28 interior textile

SOPHIA & ANDREW

SM

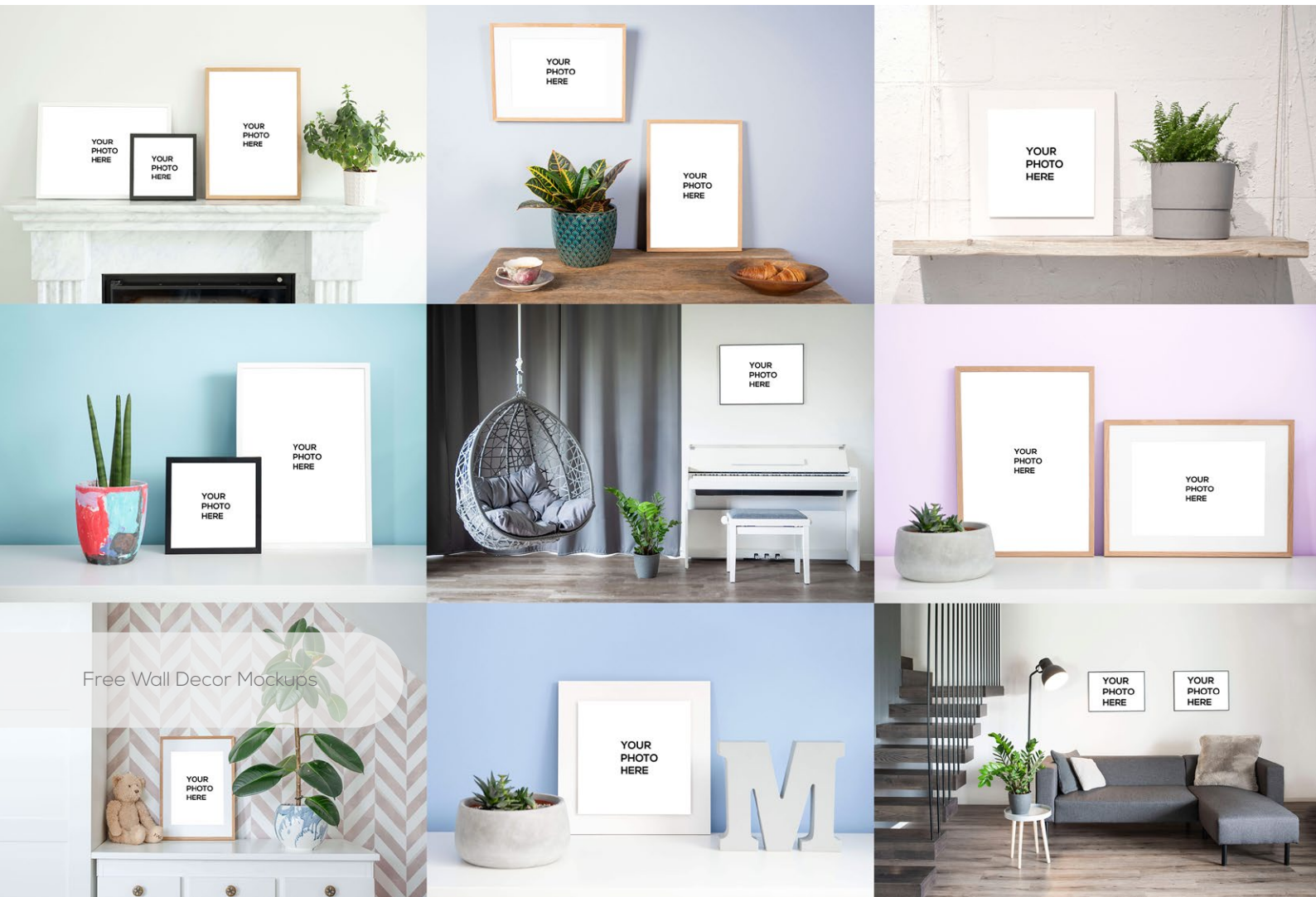
RIE

remember to print it

FREE PRODUCT MOCKUPS

We support our clients at various stages of marketing and selling photo products. For this reason, we prepared a collection of free product mockups for photographers. Simply, add your own artwork to our PSD files using any popular designing software and start advertising nPhoto products to your clients instantly at no cost!

DOWNLOAD MOCKUPS



Free Wall Decor Mockups

Before

YOUR
PHOTO
HERE

KANE

After



KANE

HOW TO PICK THE RIGHT MATERIAL FOR THE COVER?

Some photographers want to complement the cover photo and look for a material to match, while others pick one signature colour for their brand - or just follow their gut. Either way, there is no wrong way about it.

Download our latest Swatch Book and get to know the 70+ materials we offer and choose the best option for you.

DOWNLOAD

Don't forget to add a tangible version of our Swatch Book and our catalogue to your cart with your first order!

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