

the pixel

FUJIFILM**Wide Format Inkjet Media**

FOR PROFESSIONAL IMAGING

Tips & Tricks to Make Inkjet Printing Profitable**Volume 3, Issue 6- DECEMBER 2007****TO ORDER:**Phone: 800-344-1847 ext. 60 Fax: 201-995-2443 e-mail: salesorders@fujihuntusa.com

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Digital Scrapbooking and Wide Format Inkjet

By now you're probably tired of hearing the diversification message. Especially if one of the steps you've taken to compensate for lost D&P revenue is adding new wide format inkjet services via an Epson/Fujifilm Pro Stylus printer. But, what services, besides enlargement are you offering? Have you thought about digital scrapbooking?

Digital scrapbooking has been around for more than a decade. It's one of those hobbies that have been building year on year and is an off-shoot of traditional scrapbooking. One of the joys of traditional scrapbooking is the creation of hand made, one of a kind books that portray an event, person or place. By intermixing pictures, mementos, cutouts and even 3 dimensional objects, a scrapbooker provides the "reader" a total emersion experience. Digital scrapbooking can do just about the same thing but replaces the need to use scissors & glue with an image editing program. The great thing about digital scrapbooking is that you don't have to be a super crafter or really artsy to make a cool looking book. Plus you can make more than one for easy sharing.

So how can you get digital scrapbookers into you store? One way is to offer a CD of scrapbooking template kits. There are a bunch of kits available on the Fujifilm USA web site; <http://www.yourpix.com/createphotos/digitalscrapbookkits.jsp#ScrapbookKits>. They range from holiday kits to seasonal offerings. Each kit includes backgrounds, borders and embellishments. Even though the backgrounds are provided as 8" x 8" pages, they can easily be changed to 12" x 12" pages in any image editing program. There's even a tutorial available in PDF format. You can download the kits & tutorial, burn them to CD and hand them out to your customers with some sort of introductory promo or coupon. You can also check-out Curvy Line Creative, www.curvylinecreative.com, to see their line of templates.

Printing the actual scrapbooks should be pretty straight forward especially when all Epson/Fujifilm Pro Stylus printers have the ability to make borderless 12" x 12" prints when using 12" wide roll paper. Available in a variety of roll sizes FUJIFILM Photo Paper Satin 270 is the only premium quality RC photo paper that comes in 12" x 100' rolls.

The final step to producing unique, digital scrapbooks is the binding. You may or may not need to get into this as the creator may have their own idea about bind their work. But, standard office document binding systems do a pretty good job. Or, you can offer more sophisticated products like the adhesive systems that are used to produce photo books from Unibind, www.unibind.com.

As suggested in our July 2007 issue, the things that make traditional scrapbooks unique also make them impossible to duplicate. Duplicate scrapbooks can be another service you can offer. All you really need is a scanner that can accommodate 12" x 12" pages. Each, one of a kind, scrapbook page is scanned for reprinting digitally. Packages that include scanning, printing, binding and archiving via CD or DVD of the duplicate scrapbook can be a great revenue builder.

Digital scrapbook production might be just the right thing to get your customers excited about their photos again

How Long Will a Maintenance Tank Last?

The maintenance tank in your Epson/Fujifilm Pro Stylus printer collects all residual ink used in the system. This not only includes the ink that gets over-sprayed when making borderless prints, but mostly during head cleaning. How often a cleaning cycle is required depends on use; more printing, less cleaning. So, a maintenance tank can last as long as six months or as little as six weeks. One way to increase its life is to turn off auto cleaning, or another is to keep your printer off when not in use.

Where Can I Learn About Color Management?

Just go to our Wide Format Ink Jet library and download the X-Rite Color Guide & Glossary. It's choke-full of great information that can help the beginner as well as the pro get the most out of their digital equipment.