



## SNAPSHOTS NEWSLETTER

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Candid Color Systems is seeing phenomenal success with a new line of products called Level Two™. Candid Color Systems' Level Two™ products are custom pieces of artwork created from your posed, action or simulated action sports images. Our artists place your image on one of our Level Two™ background designs which are then matched to the color of the subject's uniform/ clothing. Many Level Two™ designs can also be customized with the athlete's name, team, organization logo and year or school letter. The resulting image is always printed on Kodak's Endura Metallic paper.

Level Two™ designs are typically not sport-specific so they are more flexible. Of course, some designs lend themselves to particular activities better than others, but there are many possibilities with each. Level Two™ designs have been used for sports, groups, dance, portraits and more!

As an example, see our sample images below. This is the same design used with several different sports & activities. Each sample has the background color matched to the clothing or uniform of the subject.



Candid Color Systems' Level Two™ products are helping photographers in several ways. Level Two™ gives our photographers an edge when booking business. Our product is unique within the industry and for every person photographed. Level Two™ can also create buying excitement. These products are great for any age and are different than the typical photo a parent can take themselves. Level Two™ can also be produced from photos no-matter what kind of background was used. This includes on location, in-studio or green screen photographs.

Consider offering Candid Color Systems' unique Level Two™ line to transform your images into premium products!

**Candid Color Systems offers great tools for pre-paid and speculation sports programs. We offer online proofing, online ordering, order envelopes, password cards, mailing direct to your end customer, software to print paper proofs, an**

**amazing array of sports products, photographer order entry and over 30 years of photography experience!**

**For help or questions, please call Brian Speers at 800-336-4550, Ext. 251, or Dan Hays at Ext. 227.**

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### **Let CCS Help Build Your Graduation Business**

Candid Color Systems has been a leader in Special Event Photo Finishing and Photography for over 30 years. We have built our business by committing ourselves to the success of our customers and by being innovators in several markets. The graduation market is no exception. Our software, products and marketing tools can help you maximize your sales and cut down on office labor.

The graduation software allows our customers to identify images by graduate. Our customers are encouraged to take multiple poses such as the handshake shot, flag shot and buddy shots. The graduate's images can then be identified to send in a personalized email and paper proof for the grad. When an email proof is sent to the graduate it gives them a link to their images where they can go online to place their orders. By using our mail proofing system, only the graduate's images will be present on the proof. They can then order online, by phone, mail or fax. This software allows for easy ordering and the customer will receive their pictures in a timely fashion. Here at CCS, we pride ourselves on our quick turn around time, which is usually within 24-48 hours of the time the order is placed.



Marketing is essential to increase your bottom line. By using our software, photographers have the ability to campaign through emails. Collecting good emails from, not only the graduates but also from family and friends is a key for success. With these addresses customers have the ability to send emails with proofs and reminder emails. We have found that by collecting one email you can increase the number of orders by 14% and by collecting more than one email your increase could be up to 47%.

When shooting graduation pictures, it is important to offer products that are not easily produced by the average picture taker. We provide products that will capture the memories of that special day. Our photographers can offer plaques, pictures with titles and school logos, collages, mugs and statuettes. These products can make that important day even more special. We also offer a variety of product options such as black and white and sepia; lamination, retouching, Pearlized Paper and online cropping.

Candid Color Systems is here to help with all your marketing and photofinishing needs. Our staff is available to help with all aspects of the photography process from, booking the event, marketing the event, photographing and post-marketing! It's not too late to prepare for Grad season, give us a call at 800.336.4550 to open your account with Candid Color Systems today!