



*2011 / 2012*  
*School*  
*Products & Services*



**ImageMatch**

***NPC Website: [www.npcLab.com](http://www.npcLab.com)***

This catalog is supplied on CD, and over the internet. To print the "School Products & Services" download Adobe Acrobat 9.0 from [www.adobe.com](http://www.adobe.com).

## *Introduction*

### **Prices Effective January 1, 2011**

For updates and NEW product releases visit our website at [npc-net.com](http://npc-net.com) / Customers Only Section (secured area)

Thank you, for making NPC your choice in the professional photographic industry! ...

**First, let us personally thank you for being a loyal NPC client.** We have grown from a small business serving local portrait photographers to a progressive, full-service lab catering to professional photographers not only in the United States, but also across the world. Because of your partnership with NPC, we all continue to succeed in this ever-changing industry.

**Where everybody knows your name!** NPC has always been known for incredible customer service...at least some things don't change in our industry! We strive to develop and maintain a relationship with you, our customer, by providing you with personal customer service. By serving you the right way, we are able to achieve our ultimate goal. That goal is to be an integral part of your success.

**Consider us your employees!** NPC relies on the entrepreneurial spirit of the employees, who are the backbone of our company. They are skilled, enthusiastic and possess strong work ethics. Their commitment is well displayed in their tenure, with many having been employed at NPC for more than 15 years.

**Technology!** We continue to invest in the most technologically current equipment available. We also continue to reassess our product lines to be able to provide you with not only quality products at competitive prices, but to offer you market-driven products and services that will improve your bottom line.

Once again, we thank you for trusting Northwest Professional Color with your photographic images and we look forward to a continued partnership with you and your studio.

With Our Sincerest Thanks,

  
Arden Glanzer

  
Susan Rau

This catalog and the prices herein are intended for the use of professional photographers only. Possession of this catalog by others in no way obligates NPC to serve anyone other than established accounts.



## Company Info.

### Business Hours

- (Monday through Friday)
- 8:00 A.M. - 5:00 P.M. Monday - Thursday
  - 8:00 A.M. - 4:30 P.M. Friday
- Central Standard Time

### Support & Solutions

Our Support & Solutions personnel provide a vital communication link to you. Support & Solutions Representatives; Linda, Brenda D. & Angela are available at:

- 701-282-7963
- 800-747-9966

### Phone Direct

If you need a specific department or person, you can call them direct by dialing . . .

- 701-282-3577
- 800-747-9969 (and then dial the extension #)

- |  |  |
|--|--|
| ● President . . . . . Arden Glanzer ext. 139     | ● Software Support . . . . . Troy Klevgard ext. 136  |
| ● CEO . . . . . Susan Rau ext. 124               | ● Support & Solutions . . Linda Rothhouse ext. 142   |
| ● VP Marketing . . Greg Carlock 651.357.6312     | ● Support & Solutions . . . Brenda Dockter ext. 158  |
| ● CFO . . . . . Jackie Peterson ext. 130         | ● Support & Solutions . . . . . Angela Ridl ext. 152 |
| ● HR / PA . . . . . Robyn Nugent ext. 138        | ● Sales . . . . . Bob Winge ext. 159                 |
| ● Creative Director . . . Marvin Wright ext. 134 |  |

### Address

- Shipping Address . . .  
214 12th St. NW West Fargo, ND 58078-1303
- Mailing Address . . . .  
PO Box 517, West Fargo, ND 58078-0517

### Fax

- Office Fax # . . . . . 701-282-7232
- Customer Service Fax # . . 701-277-9910

### Live Support

- Visit [www.npcLab.com](http://www.npcLab.com) for live online chat with support personnel

**Web Site** . . . . . [www.npcLab.com](http://www.npcLab.com)

**E-mail Direct** General E-mail: . . . . . [npc@npcLab.com](mailto:npc@npcLab.com)

- **Management:** \_\_\_\_\_  
[arden@npc-net.com](mailto:arden@npc-net.com) - President  
[susan@npc-net.com](mailto:susan@npc-net.com) - CEO  
[gregcarlock@frontiernet.net](mailto:gregcarlock@frontiernet.net) -  
 Vice President of Marketing

- **Office:** \_\_\_\_\_  
[jackie@npc-net.com](mailto:jackie@npc-net.com) - Accounts  
 receivable, Statements  
[brett@npc-net.com](mailto:brett@npc-net.com) - purchasing

- **Marketing:** \_\_\_\_\_  
[marvin@npc-net.com](mailto:marvin@npc-net.com) - web site,  
 advertising, marketing

- **Software Support** \_\_\_\_\_  
[troy@npc-net.com](mailto:troy@npc-net.com) - color profiling,  
 calibrating equipment & ROES

- **Support & Solutions:** \_\_\_\_\_  
[linda@npc-net.com](mailto:linda@npc-net.com) - New Customer  
 Orientation  
[bdockter@npc-net.com](mailto:bdockter@npc-net.com) - Envelopes  
[angela@npc-net.com](mailto:angela@npc-net.com) - ImageMatch  
 training, schools & production templates

- **Sales:** \_\_\_\_\_  
[bob@npc-net.com](mailto:bob@npc-net.com) - schools, sports,  
 Press & Studio

### Holidays Observed

We will be closed for the following holidays: New Year's, Good Friday, Memorial Day, July 4th, Labor Day, Thanksgiving, and Christmas. Holidays falling on Saturday will be observed on Friday, and Sunday holidays will be observed on Monday.



## *Index . . . Schools*

### *Catalog Directory*

	Phone / Email Directory .....	3
	Customer Service.....	3
	General Policies .....	5 - 7
	Prices Using ImageMatch .....	8, 9
	Acquiring Student Data / Entry ....	10
	Reorder / Guarantee .....	11
	Units / Magnetic Units .....	12
<b>NEW!</b>	Personalized Products .....	13, 14
	Fun Paks .....	15
	CD's / ID Cards .....	16
	Class Composites / Groups .....	17
	Service Units / Late Orders / .....	
	Corrections .....	18
	ROES School Prices .....	19
<b>NEW!</b>	Bookmarkers / Envelopes .....	20, 21
	Sales Aids / Posters .....	22
	Banners .....	23 - 25



## General Policies

### *Service Time*

We strive to give you timely and consistent service. Service times will vary depending on the service you've requested.

### *Credit Terms*

Northwest Professional Color is pleased to offer more payment options for you.

#### **Payment Options**

##### **• Credit/Debit Card Daily**

A charge is made to your credit/debit card at the time your order is billed and shipped. Your invoice will be included with the shipment. All declines will delay shipment of the order until a valid credit card is charged.

##### **• Weekly Credit/Debit Card**

A charge is made to your credit/debit card every Friday for all orders during the week. All declines may cause delay of any further orders until valid credit card is charged.

##### **• Bi-Weekly Credit/Debt Card**

Your card will run on the 15th on the month as well as the last day of the months for any orders invoiced.

At this time we are unable to carry open accounts. Other payment options are available for accounts on special request. Please contact Misty for details 800.747.9969 ext. 130.

Northwest Professional Color will incur a \$35.00 charge on all returned checks and returned C.O.Ds. A past due finance charge of 1.5% (18% annually) will be charged each month for past due accounts.

VISA, MasterCard, AMEX, Discover credit/debit is accepted. Northwest Professional Color does not charge any additional fees.

### *Credits*

In the event of discrepancies on the invoice, we require the following information within 30 days from the invoice date:

1. The original order number.
2. The original invoice number.
3. The original prints.
4. The explanation for return.

All original paper work submitted will be returned to the studio.

### *Color Quality*

Our goal is to always provide you with outstanding printing on your orders. We color balance for superior color and pleasing flesh tones. We will not match prints from other vendors due to chemical and paper variables. Prints within our color quality standards will not qualify for remakes.

Periodically, we receive images which have been severely under or over exposed. In this situation, we will do our best to supply you with an acceptable photograph. Please remember, however, these photographs will fall severely short of our high professional standards and will not be eligible for a remake.

On occasion, some synthetic materials, dyes and paints do not photograph as they appear to the human eye. Sadly, this cannot be foreseen or corrected in either the negative or print. Flash meters are fine tools to use, but they do not always give you the best results. Please call our Technical Service Department for a proper testing procedure. Remember that each lens you use will require a different setting due to changes in lens values and bellows extension.

### *We Respect Copyrights!*

To protect the proprietary material of our customers, we make every effort to produce images that are copyrighted and/or owned by the sender of images to Northwest Professional Color. By submitting an image file to Northwest Professional Color for processing, evaluation, or printing, you are agreeing to and approving that he/she solely owns the images. Northwest Professional Color takes every precaution to only print legal prints of images and has the right to refuse service or business to individuals or corporations that we feel are infringing upon someone else's copyrighted property. If there is a further question regarding this policy, please contact (Susan or Robyn.)



## *General Policies*

### *Price Changes*

All prices are subject to change without giving prior notice. Whenever possible, it is our policy to notify all of our customers well in advance of such changes.

### *Sales Tax*

Sales tax will be added to all orders unless valid sales tax exempt certificate is on file at NPC.

### *Remakes*

"Please verify orders and invoices immediately upon receipt for accuracy."

NPC requires the following information before work can proceed:

- 1) Return only the prints that are to be remade. Please do not damage the prints in anyway, including folding or marking the prints.
- 2) Enclose a copy of your invoice from NPC showing your charges.
- 3) Clearly state the problem and written instructions as to what you want corrected.
- 4) Following this procedure will help us to increase customer satisfaction.
- 5) Remakes must be submitted within 30 days of the invoice date or they will be entered as a REORDER and invoiced at REORDER prices.

### *Limit of Liability and Declared Value Options*

Every precaution is taken to ensure the safety of your order. Unfortunately, even with the best skilled technicians and top of the line equipment, errors are a possibility. Your decision to submit these products to our lab for this work constitutes an agreement that any damage or loss by NPC, subsidiary, or agent, even if this was due to negligence or other fault of our company, entitles you to replacement with an equal amount of processing. Please contact our Customer Service department to make other arrangements if you declare a higher value and plan on paying the premium for that value in advance. Except for such replacement or payment of the declared value if applicable, the acceptance by our company, subsidiary and / or agents of the film, print, slide or negative is without

### *Limit of Liability (continued)*

other warranty or liability, and recovery for any incidental or consequential damages is excluded. NOTE: Before sending orders, if you wish to declare a higher value for your order, please contact our Customer Service Department for the proper procedures to follow.

### *Damaged Shipments*

Damaged shipments must be returned as soon as possible. Quick notification will help with determining the cause of damage. Please inspect all your packages as soon as you receive them. If you discover damage, please call customer service. In order to find the cause, we need to know the details of your damage. You will be instructed on how to send your prints back in to be reprinted. Your prints will be remade at no charge.

### *Unlisted Services*

For those services not listed in our price book, please contact a customer service representative with your request. Customer service will be happy to provide guidance and support regarding your project.

### *UPS CampusShip*

This UPS service called CampusShip is available. CampusShip packages can be given to any UPS driver, dropped off at any letter center, or at any UPS drop box. (Locations can be found through [www.ups.com](http://www.ups.com)). You will be printing your label through your computer. Contact Robyn in NPC Customer Service for instructions.

Some of the advantages include:

- Your shipment will have a tracking number enabling you to keep tabs on its progress.
- You do not need to order labels; label are printed on site.
- Packages can be dropped at any UPS site or any truck in route.



## General Policies

### Change An Order

We understand that periodically a studio has to add to or change an order already at the lab. We will do our best to track the order and update the order with the change. If an order is already in process and completed as originally ordered, it will be the studio's responsibility to pay for the product. When making changes to a school contract prior to sending the order to the lab for finishing, all changes must be submitted on the "Correction" contract form. This form is one of the forms sent for each school contracted, and is stamped accordingly. All changes must be made with this form. We need "written" instructions to insure accuracy. Changes can NOT be made over the phone only, a "written" order must follow.

### Sales Aids

NPC offers various sales aids and photographic brochures. These products are made available to you through NPC and a sample of these products can be requested by calling our customer service department.

### CustomerLink

This program allows you to check on the status of your orders on-line. You can also view your invoice totals.

Go to [www.npc-net.com](http://www.npc-net.com) to access our "CustomerLink". Contact Customer Service to request a password.

Screen captures are shown at right, for areas you will enter to check on the progress of your order.

Customer Home NPC Home Page Order Supplies Email us  
 CustomerLink Currently Logged in as: Account # 00000110  
 account info orders invoices logout CASH ACCOUNT TAXABLE  
 THIS ORDER WILL NEED A SHIPPING LABEL, ND

< Orders >  
 Currently viewing details from account 00000110  
 Shipped Orders [Go to Current Orders](#)

Order #	Description	Invoice #	Received	Shipped
318202	L CL	130221	2/27/2002	3/1/2002
311485	K CUST ANNC	130556	2/22/2002	2/28/2002
211480	L 35M 4X6	129982	2/19/2002	2/26/2002
208565	L 35M 4X6	129684	2/19/2002	2/26/2002
A66536	CS	M38810	2/22/2002	2/22/2002
915707	L PR SCANPRWCD	635704	2/20/2002	2/22/2002
411485	R JESSICA KUBAL	128390	2/18/2002	2/20/2002
111486	L AUTO	126513	2/1/2002	2/12/2002
511486	L CC	124954	2/1/2002	2/5/2002
618208	DAHL SCAN COPY	635548	1/25/2002	2/1/2002
615752	TRAN SCAN WRT	635531	1/31/2002	1/31/2002
729602	BRADY IN AFLAC	124166	1/30/2002	1/31/2002
216213	L 35M BW 5X7	123561	1/28/2002	1/29/2002

After entering your password, this screen will open. This screen describes your studio's order, when it was received, and the date shipped.

Customer Home NPC Home Page Order Supplies Email us  
 CustomerLink Currently Logged in as: Account # 00000110  
 account info orders invoices logout CASH ACCOUNT TAXABLE  
 THIS ORDER WILL NEED A SHIPPING LABEL, ND

< Order Details >  
 Currently viewing details from account 00000110

Order #:	611481	Status:	In Plant
Description:	L PK DR	Received Date:	1/17/2011
Invoice #:			

QTY	Product Description
1	DIGITAL RETOUCH SH
1	8X10 1ST UNIT
2	5X7 ADDITIONAL UNITS

CustomerLink Information System  
 © 2000-2001 Clear Creek Software, Inc.

This screen shows an example of an order along with the contents, that is currently in the lab.

Customer Home NPC Home Page Order Supplies Email us  
 CustomerLink Currently Logged in as: Account # 00000110  
 account info orders invoices logout CASH ACCOUNT TAXABLE  
 THIS ORDER WILL NEED A SHIPPING LABEL, ND

< Invoice Details >  
 Currently viewing details from account 00000110

Invoice #:	130731	Line Item Total:	\$27.50
Order #:	218202	Discount:	\$0.00
Order Description:	L CL	Shipping:	\$2.00
Invoice Date:	1/17/2011	Sales Tax:	\$1.79
Order Received:	1/16/2011	C.O.D. Fee:	\$0.00
Credit Type:	C.O.D. (checks OK)	<b>INVOICE TOTAL:</b>	<b>\$31.29</b>

QTY	Description	Unit Price	Line Price
1	OVERLAY-SLIMLINE	\$27.50	\$27.50

CustomerLink Information System  
 © 2000-2001 Clear Creek Software, Inc.

Click-on the invoice number and look at your invoice.



## *School Prices*

### *Using ImageMatch / CamLynx Software*

- These prices are for school jobs using Imagematch & CamLynx software only.
- Prices include assembly of individual packages in envelopes and Reorder / Guarantee forms.
- NPC ImageMatch Software Lease --- 250.00

#### *Unit Prints for Packages: see page 12 for details*

Full 8x10 unit	1.30 each
Half unit	.65 each
10x13 unit	1.95 each
Personalized units	additional .85 per file
<b>NEW!</b> Magnetic Half unit (4-wallets / 8-minis / 2-3x5)	1.95

#### *Add'l Products: see page 13 for details*

3" Round Photo Button	1.50 each
3" Round Photo Magnet	1.82 each
3" Round Photo Mirror	1.82 each
Fun Pak	1.55 each
<b>NEW!</b> 6 – Wallet Pocket Calendars (die cut / 3 styles)	2.63
Photo Bookmarkers (5 per sheet)	1.95
Reflection Print	1.30
10x7 Calendar	1.30
Photo Key Chain	2.50
8x10 Dry Erase Print	2.60
8x10 Dry Erase Print (2 - 4x10)	2.60
8x10 Metallic Print	1.95
Personalized Stickers (18 per sheet)	1.95
<b>NEW!</b> 3 1/2x10 Notepads (2-pads / personalized with image)	5.00
Dog Tag	4.75 each

#### *Services:*

Creating MDB files without labels	.03/per name
Student List Labels Printed (30up sheet)	.90/per sheet
Blank Labels (30up sheet)	.30/per sheet
Student Data Entry by NPC	.21 each
Package Data Entry by NPC	.21 each
Combined School Surcharge (see page 11)	27.50 per
Basic Retouch	3.75 per

#### *Proof Plan Services:*

Framed Personalized Contacts	.20 per file
Plain Contacts	.07 per file
Gumming Contacts	.05 per file
Attaching Contacts to Envelope	.08 per env
Proof Plan Labels	.03 per label

*ImageMatch / CamLynx Products (continued on pg. 9)*



## *School Prices*

### *Using ImageMatch / CamLynx Software*

School Prices / Imagematch / CamLynx continued

#### *Administrative / Yearbook CD's: see page 16 for details*

Admin / Yearbook CD	50.00 each
Duplicate CD ( if ordered at the same time)	20.00 each
Special Sorts	27.50 per

#### *Service Unit Prints: see page 18 for details*

5-up strip ( 1-BxW, 4-color)	.26 each
5-up strip gummed	.32 each
2-up Wallet strip	.20 each
2-up Wallet strip gummed	.25 each
2- up mini strip	.20 each
2-up mini strip gummed	.25 each
Contacts BxW or Color	.07 per file
Contacts Gummed	.05 per file

#### *Color Class Composites: see page 17 for details*

Setup and Proof per Class Composite	10.50
Second Proof	5.00
8x6 Composite Print (standard)	1.21
10x8 Composite Print (standard)	2.26
11x14 Composite Print (standard)	5.20
<b>NEW!</b> 10x8 Feature Composite (student is larger on their composite)	2.75
8x6 Composite Folder	.30
Reorder Service Fee	2.10
CD Write of Composites	5.25
Add file to Class	2.10
Spiral Bind Principals Album	2.50
Set up Large Composite (larger than 11x14)	27.50

#### *Class Groups with Names: see page 17 for details*

Set up per class (text file provided by studio)	3.15
Set up per class (Text created by Lab)	8.40
Vignette	8.00
8x6 class print with names	2.00
10x8 class print with names	3.00
CD Write	5.25
Reorder service Fee	2.10

#### *ID Cards: see page 16 for details*

Logo Set-up for School ID's	26.25
Color ID Card	.55 each
ID Card Punch	.05 each
Reorder Service Fee	2.10 per card



## *School Data*

### *ImageMatch / CamLynx Software*

ImageMatch is a software program for the editing of student data (name , grade, ID number, teacher etc.) and image files. It is also the most convenient program we have found for the cropping and centering of files for schools. We strongly encourage all photographers and their assistants to be trained on the ImageMatch program and the CamLynx program then go through an annual review for updates.

### *Acquiring Student Roster Data*

An MDB (Microsoft Data Base file) file can be created from data obtained from the school for importing into ImageMatch. This file will establish all information needed to create service items for the school: for example ID numbers for ID cards.

Helpful hints are provided with your ImageMatch lease to assist in acquiring student information from your schools.

### *Data Entry*

An MDB (Microsoft Data Base file) for importation into ImageMatch and printed labels of the student list are created by NPC for use at the photographic session. NPC does require a minimum of three working days to prepare MDB's and labels from student lists. Same day orders will be charged a RUSH fee of up to 30 dollars. Data that must be entered at a later date because it was missing from the original file sent from the school will be charged a data entry fee. For example if the school needs ID cards with ID numbers on them, those numbers need to be in the original MDB (Microsoft Data Base file) file or they will need to be added later.

It is important for the studio to open data files sent from the school to ensure that they are in the correct text format and that all necessary data is included. The lab cannot be responsible for un-useable data files sent from schools. NPC can also enter the ImageMatch / CamLynx job for the studio for a data entry fee. If NPC enters the ImageMatch / CamLynx job for the studio it may also be necessary for NPC to crop the images. There is a 25cent per image fee for the cropping of files.



### *ProofMyClass*

The challenge of verifying names and images on class composites and other service items such as ID cards, principal pages, yearbook CDs and the many other products needed for this market has become easier. Now, with [ProofMyClass.com](http://ProofMyClass.com) and [ProofMyTeam.com](http://ProofMyTeam.com), the verification of the student or team information can be made quicker, more accurately and less costly, while at the same time reducing turnaround time and eliminate hardcopy proofs and shipping costs.

The photographer or lab uploads the images and data to the secure website where authorized individuals from the group, school or league, will access the information and make any necessary changes and corrections. Once completed, the information is downloaded to the photographer or the lab and the corrections are automatically made. The production can then continue with updated accurate data associated with each image.

NPC is pleased to announce the release of this new Web based service and we expect wide acceptance from your schools and leagues. We expect the sites to be ready for Demo purposes sometime mid July in time for our annual Image Match training. Watch for updates and training dates. If you have questions regarding this new service, please contact Bob Winge.



## Reorder / Guarantee ImageMatch / CamLynx Software

### Combined Jobs Surcharge

Combined Schools are when students from more than one school are combined on one ImageMatch job. The lab must create special sorts to make sure that these individuals are added to the separate schools they belong with for products such as composites and yearbook CDs. NPC does not recommend the combining of students from more than one school into the same ImageMatch job. A surcharge of 27.50 will be added to combined jobs. If it is not absolutely necessary to combine jobs, make separate ImageMatch jobs for each school. This includes Retake jobs.

### Minimum Order

School contracts allow for a first take and up to two retake jobs. ImageMatch jobs beyond that are required to have a minimum of 20 files to qualify for ImageMatch pricing. ImageMatch jobs beyond the second retake with less than 20 files may incur additional reorder surcharges. The Rose ordering system is recommended for the best price on reorders.

### Individual Students Packages and Reorder/Guarantee

Studios also have the option to offer reorders that will be returned to the studio instead of NPC. Reorders can be sent through the ROSE/Schools ordering system. The studio will collect payment from customer and ship order to them.

The assembly of students' packages is included in the price of prints when using ImageMatch software. A Reorder/Guarantee slip is also included in each package. The technology that NPC uses gives each studio the ability to customize their own "Quality Guarantee Statement". Your studios name, phone number, retake policy, and reorder requirements are on the packaging sheet. Included on this sheet can be a reorder slip with all the necessary information for NPC to print and return the reorder directly to the family.

Studios are responsible for checking the wording, prices etc. on their reorder/guarantee form. Customer service can assist in the proofing and editing of these forms.

The reorder of a Reorder/Guarantee form will be charged a 2.10 fee.



Each individuals package sheet will include reorder information on it. The right side will be custom tailored to show the school name, order number, and package ordered. The left side will show "the studio's" retake policy and quality guarantee guide lines.

Order: 8198800  
SEQ: 1  
Filename: 001  
School: \_\_\_\_\_

Studio Name: Studio M Fehrenbach  
Account Number: 7927

Teacher: Mr. Johnson

STUDIO of W FEHRENBACH  
Reorders must be placed within 2 weeks after printing process. Allow 4-6 weeks for delivery!

ITEM	QTY	AMT
10x13	20.00	_____
8x10	13.00	_____
5x7	17.00	_____
3x5	28.00	_____
2x2	48.00	_____
12XMINI	88.00	_____
3" Photo Mug	17.00	_____
3" Photo Box	17.00	_____
Sub Total:	_____	_____

Shipping and Handling \$ 4.75 (Per Student Order)  
Amount Enclosed \$ \_\_\_\_\_

DO NOT MAIL ORDER TO SCHOOL.  
Make checks payable to and MAIL TO: NPC Reorders  
Box 137  
West, Pepp, MO 64718

**\*\* PLEASE READ CAREFULLY \*\***  
Remember to include telephone # for possible questions regarding your reorders!  
Tel: # \_\_\_\_\_

Enclose Check or Money Order. Order quantities or multiples thereof. An exact color match with original prints can't be guaranteed.

Shipping Label (Please print Clearly)  
Name: \_\_\_\_\_  
Add: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_

Packages	Package Contents
1 J	1 (2)3x5 & (4)wallets
1 K	2 (16)minis
1 Z	1 (8)wallets
	1 8x10

Order: 8198800  
SEQ: 1  
Filename: 001  
School: \_\_\_\_\_

Studio Name: Studio M Fehrenbach  
Account Number: 7927

STUDIO of W FEHRENBACH  
Complete the information and mail this ENTIRE FORM if you have received the wrong portfolio or incorrect number of photographs in your package.

QUALITY GUARANTEE  
Our studio appreciates this opportunity to provide photographic services for you and your school. We take pride in our GUARANTEE that the portraits you receive are the finest photographs available. Should you for some reason feel these portraits do not meet your expectations, you may return your entire package with this check on retake day and be re-photographed or get a refund. There will be NO RETAKE CHARGE unless, the return is for a clothing or hair style change, COMPLEXION RELATED ISSUES, OR GLASSES GLARE. The retake charge is \$5.00.

THANK YOU for your Portraits Order!

MAIL TO: The STUDIO of W FEHRENBACH  
218 WATER STREET  
BANK CITY, MO 63813  
(609)643-9611

NAME: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PLEASE ATTACH PHOTO  
REASON FOR RETURN: \_\_\_\_\_

## School Units

### Print Units

Units are 8x10 and 10x13. Half units are not available alone but can be offered in addition to a full unit. Photo buttons and Mirrors are packaged separately from other package prints to avoid damage. Three styles of personalized units are available and can be combined with standard prints to create packages.

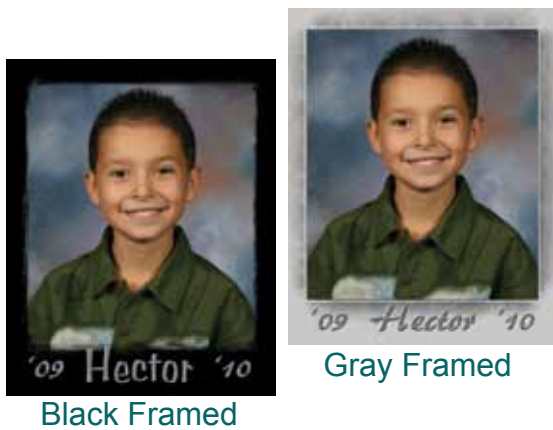
#### Standard



#### Personalized



#### Framed Personalized Units



#### Framed / Personalized Units

- Available in all standard units and sizes.
- 1 1/2 x 2 1/2 mini wallets
- 2 1/2 x 3 1/2 wallets
- 3 1/2 x 5
- 4 x 5
- 5 x 7
- 8 x 10
- 10 x 13

#### Magnetic Personalized Prints (1/2 unit)



4 up wallets



8 up mini wallets



2 up 3 1/2 x 5

## Personalized Products

### Buttons



Black Grunge



Blue Grunge



White Grunge

### Reflection Print



10x8 - with name & year

### Dry Erase Prints (metallic paper)



10x8 - with magnets



2 up - 4x10 with magnets

### 10x8 Calendar



with name & year

### Pocket Calendars

- Pocket calendars are a personalized wallet print with a school year calendar on the back.
- Pocket calendars are offered by the dozen only.

### Standard Pocket Calendars



Back



Black



Blue



White

## Personalized Products

### Photo Bookmarkers (personalized)



Photo Bookmarkers  
5 up - 2x8 color

### Bag Tags (personalized)

double sided



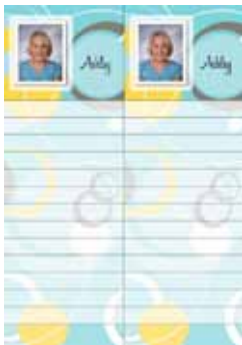
Key Chain  
double sided



Dog Tag  
double sided

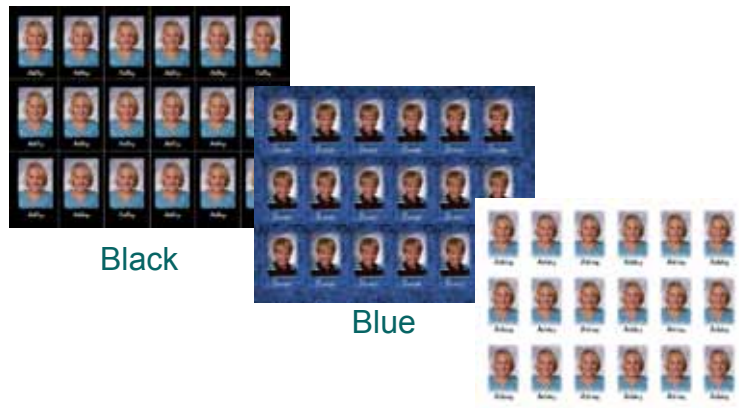
### 4x10 Note Pads (personalized)

2 pads minimum  
opacity correction automatic



### Stickers (personalized)

18 per sheet



Black

Blue

White

## Personalized Products

9 Fun Pak styles available



*Fun-Pak 1 (Patriotic)*



*Fun-Pak 2 (Seashore)*



*Fun-Pak 3 (Candy)*



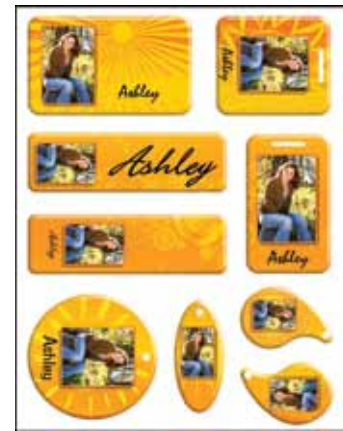
*Fun-Pak 4 (School Zone)*



*Fun-Pak 5 (Green Retro)*



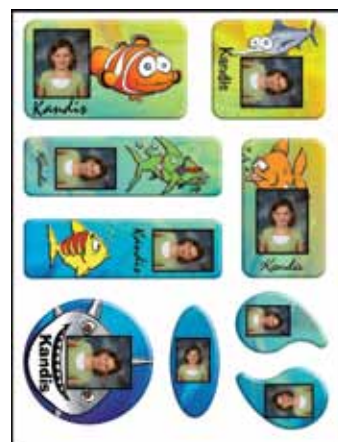
*Fun-Pak 6 (Blue Retro)*



*Fun-Pak 7 (Orange Sunshine)*



*Fun-Pak 8 (Monkees)*



*Fun-Pak 9 (Fishes)*

### School Fun Paks

Add one additional day in lab

- Fun Paks are laminated
- Diecut, & 2 Sided
- Personalized

- Fun Paks include:
  - 2 - Bag Tags
  - 2 - Bookmarks
  - 3 - Key Fobs
  - 1 - Calendar
  - 1 - Ornament

Size	Price
8 1/2 x 11 Fun Pak	1.55



## *CD's and ID cards*

### *Using ImageMatch & CamLynx*

#### *Administrative and Yearbook CD's*

This service is only available from ImageMatch and CamLynx school jobs.

Administrative CD's are available in all of the standard exports such as Powerschool and NPC can work with your studio to create different exports to accommodate the needs of your school. Administrative CD's do require that specific data fields be filled out in the MDB for that school. Be sure to determine what data will be needed by your school before the MDB file is created to avoid charges for adding data later. NPC can help you determine what data is necessary according to the export chosen for that school.

Yearbook CD's are available in a variety of exports and can be made in both color and BxW.

All CD's will include all of the files in an ImageMatch job. Yearbook CD's will include all images in a job including edited poses.

Special sorts if necessary will incur an additional fee.

#### *ID Cards*

This service is only available from ImageMatch and CamLynx school jobs.

Students' image and statistics are printed on a laminated card. NPC will work with your studio to create a card with all the necessary data your school needs. ID number bar codes are available and cards may be vertical or horizontal.



ID Cards (standard)



ID Cards (include barcode)



## *Class Composites & Groups - ImageMatch / CamLynx*

### *Color Class Composites*

This service is only available from ImageMatch and CamLynx school jobs.

This product is available from ImageMatch / CamLynx School jobs only. Composites are printed by class and are made from the combined 1st take and 1 retake job only. Adding additional images for composites will incur additional charges.

NPC offers a choice of backgrounds to choose from Plain White, Gray Marble, American Flag, Burgandy and Black. School logos can be added if provided by studio.

NPC can also work with you to create custom looks and sizes.

Orders are generally deferred until after January 1. The first order will be charged the set up price and a proof will be sent for approval before prints are made. Additional proofs (other than lab error) will be charged 5.00 each.

Final print quantities will be printed and billed when the proofs are signed by studio.



### *10x8 Feature Composite*

(students' image larger on their composite)



### *8x6 Composite*

### *Class Groups with Names*

This service is only available from ImageMatch and CamLynx school jobs.

NPC recommends the ROES ordering system for this product. However if the studio wishes, NPC has two options for creating groups with names. To save on set up costs the studio can provide a text file of the names in a specific format that can be obtained from customer service. Set ups using a text file provided by studio are \$3.15 per class.

- NPC can also create text from typed lists provided with each image for a set up cost of \$8.40 per class.
- Groups are created with a white text box and black text unless noted otherwise. Vignetteing of images and special artwork will incur additional costs.
- Folders specifically designed for groups are available and can be assembled by the lab at an additional charge. See SALES AIDS



## *Service Units / Late Orders & Corrections*

### *Service Unit Prints*

This service is only available from ImageMatch and CamLynx school jobs.

All service unit prints include students' name. Service unit prints are sorted alpha by grade. Special sorts may incur additional charges. Service units can be gummed for an additional charge.

The 5-up service strip includes 1-BxW and 4-color prints. The individual prints in a 5-up service strip are .8 x 1.19 inches.

The 2-up service strip is available as: 2 color prints, 2 BxW or as 1-color and 1- BxW, please specify. The individual prints in the 2-up service strip are 1.8 x 2.31 inches.

The mini 2-up is available in color only. The individual prints in the mini 2-up are .8 x 1.2 inches.



### *ImageMatch / CamLynx: Late Orders and Corrections.*

For the best pricing and fastest turnaround reorders and late orders should be sent through the ROES ordering system.

If it is not possible to use ROES ordering, an on line order form is available for the placing of reorders and late orders. Late orders and reorders from ImageMatch / CamLynx jobs are charged an additional late order fee of \$2.10 per individuals' order. Corrections and remakes from ImageMatch / CamLynx jobs are compared to the initial order to determine if a no charge status will apply. Customer service will assist studios' issues concerning remakes and corrections.



## *ROES Schools*

***For fast turnaround use ROES Schools for reorders, late orders and small schools not requiring service items.***

- No additional software is needed. Both the Framed Personalized units and the Standard Personalized units are available in ROES. Contacts and Funpaks are also available in ROES.
- ROES orders are not assembled in individual envelopes and do not include reorder / guarantee slips.
- Service items requiring student data are not available in ROES Schools. This includes ID cards, Administrative CD's and Composites.
- Images in Rose schools cannot be combined with ImageMatch / CamLynx jobs.

### *ROES Schools Print Prices*

8x10 Unit	1.45 each
Half Unit	.72 each
10X13	2.19 each
Personalized Units	additional .85 per file

8x10 Unit (Metallic Paper)	2.05 each
Half Unit (Metallic Paper)	1.10 each
10X13 (Metallic Paper)	3.10 each
Personalized Metallic Units	additional .85 per file

Contacts 9-up or 12 up sheets	1.12 each
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Button	1.56 each
Magnet	1.90 each
Mirror	1.90 each

Group 6x8	1.07 each
Group 5x7	.88 each
Group 8x10	1.45 each
Reflection Print (10x8)	1.45 each

10x7 Standard Calendar (three styles)	1.45 each
Pocket Standard Calendar (diecut - three styles)	2.63 /6

Photo Key Chain	2.50 each
Note Pads 2-3 1/2x10	5.00/2up
Personalized Sticker Sheet (18 per sheet)	1.95 /sht
Photo Bookmarkers (5 per sheet)	1.95/sht
<b>NEW!</b> Fun Flips (Opens to 4 different images)	4.75 each
Fun-pak	1.95 each
Dog Tag	4.75 each

8x10 Dry Erase Print (1-10x8)	2.60 each
8x10 Dry Erase Print (2-4x10)	2.60 each



## Sales Aids - Bookmarkers & Envelopes

### Press Printed Bookmarkers

Average Service Time - two days in lab



- Studio managed color
- Bookmarkers are full bleed
- Paper choice are: Linen, Pearl, Art, & Standard
- Images to be slightly cropped in, tight borders are not recommended.
- Studio custom designed

Standard & Art Paper	6	25	50	100	250	500	1000	2000
2x7 Double Sided	.99	.29	.31	.24	.21	.18	.15	.12
2x9 Double Sided	1.05	.33	.30	.28	.35	.22	.19	.16
Linen & Pearl Paper	6	25	50	100	250	500	1000	2000
2x7 Double Sided	1.03	.34	.31	.29	.26	.23	.20	.17
2x9 Double Sided	1.09	.39	.36	.34	.31	.28	.25	.32

### School Envelopes

#### ENVELOPE SETUP NOTICE:

No Charge for setup with info and prices supplied (one small design change is included).  
 Additional design changes will be charged in 15 minute increments at \$16.25 or \$65.00/hr.

#### MP201 - Proof Plan (9"x6")

- Black and white 6x9 envelope imprinted with your package information and prices.
- One side printed with your information.
- Unprinted area for attaching contacts of student.

Average Service Time — five working days from final draft

Service	Price
Imprinted Envelope	.21

#### MP401 - Plain Remit. (9x4)

- Black and white plain white remittance envelope imprinted with your package information and prices.
- One side printed with your information.

Average Service Time — five working days from final draft

Service	Price
Imprinted Envelope	.21

#### Custom School Flyers (8.5x14)

"All Products" - or - "Your Packages" - "shown on page 21"



## Sales Aids - Envelopes

### School Flyer with Fun Paks (8.5x14)

- Full color flyer remittance envelope imprinted with your package information and prices on back.
- One side printed with your information.
- Shown in full color are Fun-Paks, Framed Personalized, and Personalized units.
- Your studio logo can be added to the front if you send it to us as a tif, jpeg, or psd file.
- **ENVELOPE SETUP NOTICE:**  
No Charge for setup with info and prices supplied (one small design change is included).  
Additional design changes will be charged in 15 minute increments at \$16.25 or \$65.00/hr.
- **Session sequence hole can be added to your envelope for an additional charge. "Ask For Price Quote"**

Average Service Time — five working days from final draft

Service	Price
Imprinted Envelope	.41

### School Fun Pak Envelope



### Custom School Flyers (8.5x14) "All Products" - or - "Your Packages"

- Front side of these envelopes can be designed to display all school products or your packages.
- Front side is full color
- Pocket side is black and white.
- Pocket side is printed with your package information.
- Both sides are personalized with your information
- Design your own envelope - send it in ROSE, call CS
- If you offer exclusive products to your studio, or wish to use your images in our products we will build your custom setup - call CS for a price quote.

Average Service Time — five working days from final draft

Service	Price
Imprinted Envelope	.41
Custom Setup / with your images	Quote

**ENVELOPE SETUP NOTICE:**  
No Charge for setup with info and prices supplied (one small design change is included).  
Additional design changes will be charged in 15 minute increments at \$16.25 or \$65.00/hr.

### All Products Envelope

This envelope shows examples of all our personalized school products we offer.

We will tailor your envelope setup to suit you.



### Your Packages Envelope

This envelope shows examples of school package thumbnails.

Picturing the package on the envelope has proven to increase sales.

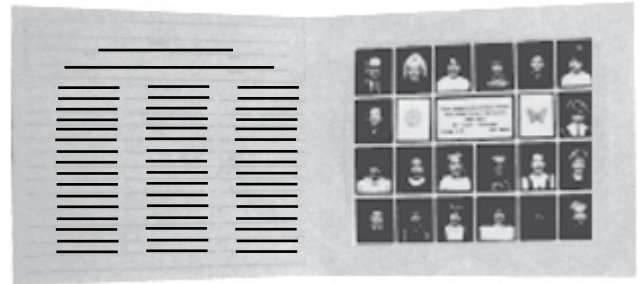


## Sales Aids - Misc



Spiral Bound Principal Album

Product	Price
8x6 Composite	1.15ea.
Bind with Cover	3.00



7x5 / 8x6 Composite/Group Folder **.32 each**  
die-cut for photo, area for signatures

A photograph of the school or staff can be printed on cover for a setup charge of \$50.00.

Text only can be added to the cover for a charge of \$13.00.



**1.90 each**

**11x17 Custom Posters**  
You design, and we print.  
Order through ROSE.

Black Panel Mounts for prints

Size	Price
3 1/2x5	.31
5x7	.36
8x10	.68



## Sales Aids - Misc

### ReadyPrint Banners

#### High Quality & Durable

- High quality scrim vinyl
- Banners with stand (vertical only)
- Banners with grommets (vertical only)
- Sizes shown are approximate (see following page "Building A Banner") for precise sizes
- Test proof available before printing (add'l cost)

### Hanging Banner Accessories

	Price
22" Top & Bottom (plastic clear or black)	11.00
36" Top & Bottom (plastic clear or black)	14.00
22" Top & Bottom (chrome)	40.00
36" Top & Bottom (chrome)	59.00
Grommets for Hanging	8.00
Suction Cups for Window Hanging (set)	.44

- Perfect for posters, banners, or large prints
- *Plastic banner accessories are an economic value for displaying your banner / poster.*
- *Suction cups are for window displays using a smaller banner, poster, or print.*



Banner Size	Price
20 x 71	94.00
33 x 79	177.00

- These banner sizes fit our retractable stands

Banner Size	Price
24 x 63	90.00
26 x 71	110.00

- These banner sizes fit our X-stands

Banner Size	Price
22x22	29.00
22x70	91.00
22x80	104.00
36x36	77.00
36x78	167.00
36x88	189.00

- Perfect for hanging with accessories (shown below)

Banner By the Inch	Price
34 inch Wide	28.00/ft
40 inch Wide	31.00/ft

Banner Test Size	Price
30 inch	23.00

- We suggest a test before printing the full size



*Chrome banner accessory (above) gives your banner / poster a classic professional look.*

## Sales Aids - Misc

### Banner Stands

#### Sports, Schools and Weddings:

Perfect for teams, school events & wedding congratulations.

<b>Retractable Banner Stand</b>	<b>Price</b>
20 x 71 (stand only)	559.00
33 x 79 (stand only)	604.00

- The durable retractable banner stands are of the highest quality with a brushed chrome color. Delivered in a black padded nylon bag.
- Retractable stands are reusable for many years of marketing and promotions. Assembly included when ordered with banner



20"x71"

33"x79"

### Banner X-Stand

<b>Banner X-Stand</b>	<b>Price</b>
24 x 63 (stand only)	126.00
26 x 71 (stand only)	128.00

- Carry Bag NOT INCLUDED
- We do not assemble X-stand banners



24"x63"  
26"x71"

X-Stand  
Back Side



## Sales Aids - Misc

### ReadyPrint Banners

Visual area with recoil added:  
 195/8 x 807/8 10 inches added at bottom  
 331/2 x 882/3 for recoil banner stand

1. Banner with retractable stand and case: 195/8 x 707/8 331/2 x 782/3
2. Banner with X-stand: 24x63 and 26x71
3. Banners top & bottom hanging accessories or with grommets: 22x22, 22x70, 22x80, 36x36, 36x78, 36x88

### Building A Banner

- This is a ROSE ReadyPrint product with studio managed color -
- This is a Inkjet print, printed on vinyl banner material -

#### General guidelines:

- Files should be created in sRGB color space.
- File should be 300 dpi at full output size in either TIFF or JPEG.
- Logos and line-art should remain in vector format whenever possible before opening in Photoshop. When opening vector art in Photoshop enlarge to the size required for the banner.
- Embed color profiles in placed images or Photoshop files (computer monitor should be calibrated).

#### Building your banner in Photoshop:

- The Photoshop file must be the size of the banner area for the banner with a black outline for trimming.
- If ordering a retractable banner stand add 10" to bottom for recoil and add a black outline for trimming.
- The banner size of the graphic is the area you will be able to see once the banner is printed and trimmed.
- File must be at least 300dpi at final full output size (view at 100%).
- Enlarge images prior to placing them onto your banner (view at 100%).
- Do Not use web site images (jpg, jpeg, gif). These images are generally low resolution (72dpi) and are unsatisfactory when enlarged to banner dimensions.
- When using stock photography images, be sure to purchase the highest resolution possible and enlarge to desired size.
- Logos and other line or text-based objects should be in vector format, not rasterized when importing into your Photoshop file.

#### When colors are critical: Please request a proof.

- Send banner test proof - down sized to 30 inches tall.
- Note: Variations in color or shading are often a result of viewing on a computer that is not calibrated (monitors, printers, etc.). Colors will often appear different when viewed on two different monitors or output devices.

#### Banner Ordering Procedure for ROSE:

- Banners will be available under the "Ready Prints-Fine Art Prints" Catalog.
- Located under the Banners Tab.
- In the options area of ROES, choose the size of banner that is required. On the right side of the sizes, click the "file" button. This will open up a window to find the file that you want printed.
- Below the Banner sizes, there are accessories options. You can order the Banners with or without stands, hangers or Grommets.
- Once you have selected your file, chose the accessories, if desired, you can hit the add to order button.
- Note, you will not be able to see the print on the ROES program. Due to the large size of the file needed to print the banners this would take too long for the Thumbnail to render.