

PRESENTATION EQUALS PROFIT

No one understands the power of presentation better than Loxley Colour, and they're the perfect pro lab partner for any professional photographer that wants to seriously look at increasing their sales performance

This might be the age of the electronic image, but people will always want to hang beautiful prints on their walls and to look through exquisite albums that recall key events in their lives, such as a wedding, an anniversary or the arrival of a new child. Photographers who assume that clients these days will only ever be interested in paying for the hi-res digital files are missing a trick: top quality, professional presentation has the power to blow those away who've never encountered it before, and if you're working with a pro lab such as Loxley Colour, that deals only with professionals, then there is no chance for them to order these products from any other source.

More than anyone, Loxley Colour appreciates that the best selling method is to actually show the product, and once that happens you can't help but appreciate its full impact and the quality of the finish. It's why photographers should always have samples

of the presentation they're offering to show to their clients, but it's also why Loxley believes that they have to hit the road on a regular basis to attend trade shows up and down the country, so that those that can't make it along in person to their Glasgow base can see for themselves the originality and diversity of its offering.

Most recently the Loxley Colour bandwagon rolled up to the Societies Convention in London, where a massive display that took up both sides of a complete aisle showed off a wide selection of print finishes, frames, books, albums and the peripheral presentation products, such as print boxes, personalised USB memory sticks and USB and book combinations that can make such a difference. Next stop

is The Photography Show at the NEC in Birmingham 21-24 March, when an all-new, and even bigger, stand will be on display, and it's all in the cause of showing the product, sharing the ideas and inviting the feedback.

Servicing the professional

Because it caters exclusively for the needs of the professional, you'll encounter a high level of service as standard at Loxley Colour right across the board. It all starts with an exceptional customer relations team that takes pride in answering queries quickly and efficiently, and that regular customers are welcomed back in a personal way.

"Literally every call is tracked," says Calum Thomson, head of sales at Loxley Colour. "When a call comes in our customer service

“Loxley appreciates the best selling method is to actually show the product”



IMAGE Among Loxley's many presentation packages is this matching book and USB package, designed to personalise your work.



ABOVE Can't visit Loxley's in Glasgow? You're sure to find them exhibiting at a show near you.

team member can look at their screen and see that a particular customer might have rung up previously, so we can address them personally and we know their history with us. So it's not a blank page any more: the customer might have previously asked about a frame, or an album and we'll have that information, and so they don't have to go back to square one to get us up to speed. It proves that we believe they are important."

Another personal touch is that every album that comes in for printing goes through a preliminary check on screen before being sent through to the lab, and it's an extra safeguard to ensure that quality control is kept at the very highest level. Any minor tweaking to perfect the file is automatically carried out, and if there are any bigger issues then the photographer is contacted before the print button is pressed.

Loxley's phenomenal growth over the years is testament to the lab's appeal. They've had to re-locate five times in just sixteen years due to outgrowing their facilities, and the company now inhabits a cavernous 52,000 square feet of space, with a separate facility down the road offering a further 20,000 square feet more. Its turnaround times are second to none and knock spots off what you might expect from placing your order elsewhere - an album, for example, will usually take just seven working days to complete - and the move is irresistibly towards improving the process further, and giving customers even more opportunity to order bespoke products.

"Our core business is professional photographers and that's always going to be the mainstay of the business," says owner and founder Ian Loxley. "We all know that this business is changing, and we're seeing more and more emphasis on shoot and burn type customers, but we're developing new and innovative products that we feel will be of interest to those in all areas of the market. We're constantly keeping track of what people need, and our aim is to make sure that we cater for their evolving requirements."

MORE INFORMATION

www.loxleycolour.com



NEW PRODUCTS FROM LOXLEY COLOUR

Loxley Colour took the opportunity at the recent Societies Convention to show off two new products designed to help the professional photographer make more money, and the range of presentational materials in increasing all the time.

Delegates to the recent Societies Convention had the chance to see for themselves two new products from Loxley Colour, and both have the potential to wow clients and to encourage them to place extra orders.



WOODEN USB BOX: NATURAL STYLE FOR DIGITAL FILES

Add a natural touch to digital files with a wooden USB and box package. These wooden storage and presentation products are perfect for a natural, lifestyle feel, and you can add your logo or your clients' favourite image to both the USB and presentation box for the perfect finishing touch.

- Natural, quality finished USB and complimenting storage box
- Add an image with a natural or white base finish
- Upload your logo for bulk branding
- Add etching for subtle personalisation
- Volume order discounts are available



BOOK AND USB BOX: OFFER CLIENTS MORE FOR LESS

This clever book and USB presentation package helps you offer more, for less with a quality, photographically printed book with up to 30 spreads and a personalised 8GB USB stick. With prices from just £99, the Book & USB Box offers:

- The ultimate combination package in 21 colours of leatherette
- Customisation with UV printing
- A range of options to create the perfect package
- An 8GB USB stick