

Strathmore Artist Papers Offers Unique, Creative Solution for Converting Digital Photographs Into Personalized Keepsakes.

WESTFIELD, Mass. – Digital cameras have made it simple to shoot, retouch and reproduce personal photographs. But most amateur shutterbugs still rely on professional print shops to convert favorite pictures into keepsakes and gift items. Now, Strathmore Artist Papers has introduced a new alternative: a line of digital papers and kits that enable anyone to quickly and inexpensively convert cherished images into professional quality cards, calendars, albums and other mementos.

A quarter of U.S. households already own a digital camera, and that percentage will only increase as more and more personal devices such as PDAs, cell phones and laptops begin to incorporate digital imagers. Snapping personal pictures will become simpler, and more and more photographers will begin to search for new ways to share, store and personalize their digital memories.

Strathmore's new line of Digital Papers is acid-free and specially coated to reproduce vibrant colors and details on all types of ink jet printers. Strathmore's selection includes traditional glossy and matte surfaces as well as an adhesive-backed paper designed for use with the company's new line of Photo Craft Kits. These Kits provide several options for personalizing correspondence or documents for friends, family and for special occasions:

- **Digital Photo Card Kits** allow customers to print digital images directly onto 5×7-inch card stock, instead of creating awkwardly folded cards from standard 8×11-inch sheets. Strathmore's Photo Cards are coated to reproduce images in vibrant color on conventional glossy or matte surfaces, or on four other beautifully textured surfaces, including canvas, florentine, parchment and pearl. Kits include 10 cards and envelopes.
- **Digital Frame Card Kits** offer another fun way to send favorite photos. Customers simply print photos onto adhesive paper, peel off the backing and adhere it inside the 5×7-inch trifold card. Then fold, seal and send. Each kit includes eight cards and envelopes, in either blue, black, white or ivory.

- **Digital Photo Postcards** are an even simpler way to turn photographs into a personalized invitation or vacation memento. Customers simply print photos onto a 4×6-inch adhesive sheet and apply it to postcard stock, no trimming necessary. Postcard kits include 12 sheets of glossy adhesive photo paper and 10 pre-printed postcards.
- **Digital Photo Easel Kits** apply the same print-peel-and-stick principle to photo easels. Great for wedding favors, graduations or baby showers, or for quick, easy family pictures for the office. Each kit includes an easel and two sheets of adhesive photo paper.
- **Digital Photo Calendar Kits** let amateur photographers convert their pictures into professional-looking personal calendars. Each kit contains a frosted poly cover and back, 15 sheets of two-sided photo paper and an easy click binding mechanism.
- **Digital Photo Album Kits** make it simple to store and share digital images in an easily printed keepsake. Rather than rely on plastic overlays to secure prints, Strathmore's Album Kit allow photos to be printed in any combination directly onto a two-sided sheet that can then be secured into the album. Each kit contains an album cover and back, 15 sheets of two-sided photo paper, a clear overlay for protecting images and an easy click binding mechanism.

CAP Ventures, a major research firm in Weymouth, MA, recently reported that "The emerging channels for distribution of photo papers include arts & craft stores, as well as photo shops." As digital imaging becomes more commonplace, amateur photographers will begin searching for new ways to share and store their favorite images. Combined, these trends could create a unique market opportunity for art suppliers and retailers that offer Strathmore's new line of Digital Photo Papers. Now, Strathmore has made it even easier for retailers to capitalize on the "photo revolution" by providing an endcap program that contains all 20 of its new products.

Don't limit your sales to scrapbook supplies and photo albums, only to let customers purchase digital photo supplies elsewhere. Join forces with Strathmore and take advantage of this hot new trend.

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