



Dscoop Edge Rockies (Conclusion)

We continue our coverage of the Dscoop Edge Photo session on Non Traditional Markets for Personalized Photo Output. *Jordan Moore* from Edge Imaging (<https://edgeimaging.ca/en>) spoke about **Innovations in the School Market**. Edge Imaging is the largest Canadian-owned digital imaging company focused on school photography and yearbooks, with all products being made in Burlington, Ontario. The company's past and projected growth from 2005 to 2022 can be seen in Figure 1.

Jordan mentioned some of the company's slogans: Innovative Products; Keep It Simple; Quality Products and Service; 100% Canadian; Memories Made Easy; Award Winning; and 100% Satisfaction Guaranteed.

She discussed the huge impact of COVID on the Volume Photography Industry. 2020 became the year of "Denial of Services." With school closures there was no opportunity to generate revenue. Looking at the past three school years:

- 2019 - 2020: On average, 50% decline in revenue (missed premium programs)
- 2020 - 2021: On average, 30% decline in revenue.
- 2021 - 2022: We're clawing our way back...those who made it that is. We are seeing: Higher participation; Higher cart averages; and Increased share of wallet, even with less consumer opportunity for spend in 2020.

COVID repositioned the emotional value on school photography and personalized print products. Jordan expects the greatest challenges for the 2022 > 2023 school year to be supply chain issues and increased. While the COVID challenges did result in consolidation within the industry, it also created opportunities as shifting customer demand led to product innovation. The volume photography began using digital for personalization and variable data in products (see Figure 2).

Some resulting products include mugs, My School Album in which photos of classmates can be affixed, Grade Book with photos of the entire class and written details, multiple

Growth Figure 1

2005 - 2022

Source: Edge Imaging

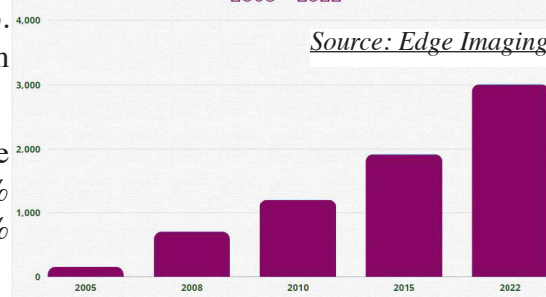
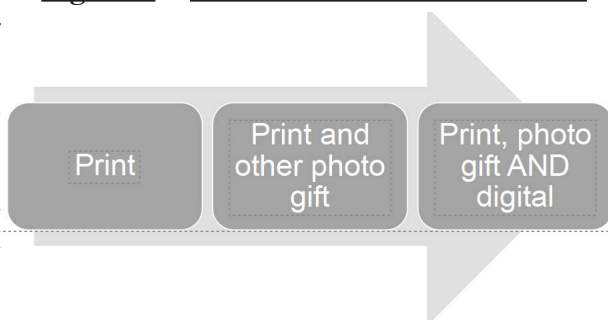


Figure 2 - Evolution of School Products



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smartphoto, Timpson Holdings	

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backgrounds, clothes and poses for a single child, and a combination photo package with a yearbook (yearbooks alone represent only 4-6% of revenue, while other merchandise such as mugs also represent 4% of revenue).

Immediately following Dscoop, Edge Imaging launched its first B2C products under the PPE label - Pandemic Personal Expression. Figure 3 shows the various items that are offered under this program, an Figure 4 indicates the steps that were involved in the development of the project.

Jordan said that, at least initially, Edge Imaging is leveraging their schools to promote these products.

Figure 3 - PPE



Source: Edge Imaging

B2C PRODUCT

Figure 4



Figure 6 shows the promotion for the Complimentary Digital Group photo. “Securely access your online codes from any year photographed by Edge at edgeimaging.ca/lookup.”

The same promotion also offers “Your class group photo is available for purchase as a beautifully designed 8x10” photo with border (see Figure 5) through Edge’s secure online ordering site.” Upselling prints is not difficult and is quite profitable.

Another innovation is the electronic ID card that is “carried” on the student’s mobile phone. (see Figure 7).

Figure 5 - Class Photo with Border Source: Edge Imaging

Figure 6 - Group Photos

Go to download.edgeimaging.ca to claim your **COMPLIMENTARY DIGITAL GROUP!**

Enter download code
50105701899F
to download your group now.

Sample Public School
Homeroom: 810
EG-EFS-M211

Ever skipped a year of buying school photos? (It happens to the best of us.)

Securely access your online codes from any year photographed by Edge at edgeimaging.ca/lookup.

NEW GROUP PHOTO 8x10 Print

Your class group photo is available for purchase as a beautifully designed 8x10 photo print with border through Edge's secure, online ordering site at: edgeimaging.ca/order

Order Close Date: **DECEMBER 30, 1800**
To qualify for free shipping to your school, order by the date above.

* Each group photo size is at the discretion of the individual school. Group composition may vary.

edge imaging edgeimaging.ca

Figure 7 - Electronic ID Cards

eID CARDS

SCHOOLS LOVE:

- Going digital:** No need to reprint student cards for students who have lost theirs
- Convenience:** Updates to student data made in your Edgeview Portal are automatically reflected on students' eID cards
- Peace of mind:** Keeping your students' data secure is our biggest priority

STUDENTS LOVE:

- Eco-friendly:** Eliminating plastic reduces everyone's carbon footprint
- Hard to lose:** Having the eID on their phone makes it nearly impossible to lose
- Easy to use:** eID cards only take a few taps to add to students' smartphone wallets

We were able to review one other presentation - **Think Big. Start Small. Move Fast: The Journey from Startup to Global Photo Tech Scale-up** by *Stefano Cutello*, founder of PastBook (www.pastbook.com). He started by trying to solve his own problem: where your memories can be accessed. His obvious answer was Facebook. So he began coding in 2010 for his first product - downloading images from Facebook to make a poster. Would this be of interest to others? He asked friends, who asked other friends.

He moved from Milan to an “accelerator” in Amsterdam, and launched his app on 16 June, 2012, making photobooks. Now the question arose: Go BIG or go HOME? So he embarked on a fund raising campaign - he sold his house in Italy and his car, buying a bicycle for getting around Amsterdam. Eventually, he did attract investors and expanded through Europe, into the USA and now the world. He has set up partners around the world.

Subsequent to Dscoop, Stefano visited the RPI facility in Eindhoven which began manufacturing his photobooks in 2017. In a LinkedIn post the company wrote “Since the beginning of our partnership in 2017, we have had the incredible opportunity to support their meteoric growth from one of the Hottest Startups in Amsterdam to one of the fastest-growing companies in Europe. This year, they celebrate a 10-year anniversary.” PastBook has expanded its product offerings, and even makes flip flops.

What has he learned through this ten year journey? The key is to say NO. He was told “people are not buying because some feature was missing.” Was this the killer feature that nobody wants? He realized that DONE is better than PERFECT.

He urged the audience to develop a plan that sets your goals. Iterate, make adjustments to something that doesn't work and keep trying. He tried to sell memory books to funeral directors, but soon realized that B2B didn't work. Find one KPI that matters -ultimately creating revenue as customers will come back to buy. In international expansion, awareness of cultures is more important than strategy.

At the end of 2019, the company engaged a CEO, Wouter Staatsen, to run the business, while Stefano took the role of Chief Product and Innovation Officer, focussing on AI and mobile development.

How does it work? Customers select the photos on Facebook and Instagram that they want for their products. Photos on Facebook are not always good quality, but they are memories, so PastBook does some upsampling to ensure that the app has the best possible images.

Stefano closed by emphasizing that his goal is not to steal customers from competitors but to appeal to people who have never created a photobook.

PhotoFina 2022 Hyderabad Edition

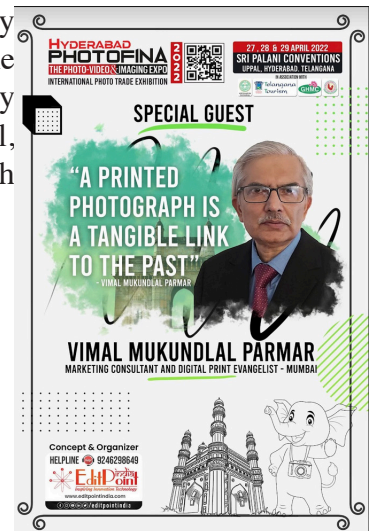
by Vimal Parmar

Covid had put everything on hold. Most businesses were down. Photography was badly hit. In a country like India where weddings drive a major chunk of the photography business, it was a big blow for the photography community and every business associated with it. Thankfully, with the situation crawling back to normal, tradeshow are coming up in various cities and visitors are thronging them with vengeance. And so are the exhibitors.

Figure 8 - Registration



Figure 9 - Visitors at Booths



Photos by Vimal Parmar

Trade shows fall under two categories – Those that are held at a national level and smaller ones that are spread across the country and are region-specific. The latter helps brands to penetrate deeper and connect with their target audience closer to their home.

One such regional tradeshow that happened recently was in Hyderabad where I was invited. Hyderabad is the capital and largest city of the Indian state of Telangana.

This event was PhotoFina which was organized by Dr. Ramesha Eppalapali, founder CEO of EditPoint India. Established in the year 2014, they have around 18 tradeshow to their credit held in different cities. At PhotoFina 2022 Hyderabad Edition, several leading brands were represented by their respective dealers and distributors apart from various mid-sized businesses offering a wide variety of products and services. Around 85 booths were set up and about 20,000 plus people visited the show over a period of three days (27-29 April 2022). For information, their next show is scheduled from 03 to 05 July 2022 at Rajahmundry a city in the state of Andhra Pradesh in India.

PhotoFina was also the venue for the first off-line meeting of a newly formed photography association called “Professional Photographers Association of India” (PPAI), the formation of which took birth during Covid. Over here, the PPAI core team members brainstormed on various topics that concern professional photographers in India, apart from how they could, as a larger pan India group, reach out to a broader audience. Apart from initiating activities that would benefit professional photographers, PPAI will also look at bridging the gap between professional photographers and end consumers. Educating consumers about the benefits of hiring a professional photographer, and creating photo opportunities that are currently not fully leveraged (Consumer photobook, for example, in India) are a few projects on the list.

<https://linktr.ee/VimalParmar>

IMI Inkjet Conference 2022

This year's IMI Inkjet Conference (www.imiconf.com) was held at the Florida Hotel & Conference Center in Orlando. Mark Hanley from I.T. Strategies (www.it-strategies.com) presented **The Inkjet Industry Going Forward**. Worldwide Digital Production Print Retail Value for Finished User Product was \$191.91 Billion in 2021, with 2021 Production Digital Print Vendor Revenues being 20% of this total, or \$16.53 Billion (see Figure 10). The Finished User Product Value is forecast to increase at 10% CAGR to \$307.70 Billion in 2026.

Figure 11 - Digital Production Printing 2019

Analog Sectors	Analog M2 2019	Sec. Totals	Digital Sectors	Digital M2	Dig/Analog Ratio
Printed Textiles Apparel & HF	34,000,000,000	34,340,000,000	Textiles	2,569,047,439	7.48%
Screen Print DTG	340,000,000				
Analog PS Labels	22,000,000,000	22,000,000,000	Labels	1,838,891,459	8.36%
Sheet Offset Graphic Arts	327,575,968,204				
Offset Book Print	63,765,558,877	406,909,972,241	Document	34,892,163,902	8.57%
Offset DM	15,568,445,160				
Corrugated 2-3c Flexo	200,000,000,000	287,000,000,000	Corrugated	662,286,370	0.23%
Corrugated Hi-Color Spot Flexo	65,000,000,000				
Corrugated Litholam/Flexo PP	22,000,000,000	167,272,727,273	Folding Carton	154,114,178	0.09%
Sheet Offset FC	167,272,727,273				
Flexo FP	130,000,000,000	200,000,000,000	Flexible Packaging	118,142,640	0.06%
Gravure FP	70,000,000,000				
DecLam Gravure	6,800,000,000	11,050,000,000	Decorative	2,272,125,504	20.56%
Gravure Flooring	4,250,000,000				
Analog DG Screen	1,655,188,972	5,517,296,574	WFG	1,327,039,049	24.05%
Analog DG Sheet Offset	3,862,107,602				
TOTALS		1,134,089,996,088		43,833,810,541	3.87%
		Other Digital w no Analog Equiv.		20,250,545,567	
		TOTALS		64,084,356,108	

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Figure 11 shows the use of digital in the different analog application sectors in terms of printed volumes (sqm), along with the ratio of digital to analog. The significant application sectors are those at the bottom of the chart, with more than 20% being printed digitally.

Mark reviewed the development of specific applications. *It is interesting to compare the enduser values to the vendor revenues in Figure 10.* **Wide Format Graphics** (WFG in Figure 10), with an enduser value of \$24.17 Billion in 2021, is considered a maturing market. **Textiles** (Direct-To-Garment - DTG), with a 2021 enduser value of \$100.21 Billion, has a clear value proposition, the channels are blocked, and there is a trend towards the low end. **Document** printing, 2021 enduser value of \$38.76 Billion, is in the early stages of growth with the strategic logic of inkjet coming into focus. **Decorative** printing, at \$8.62 Billion in 2021, is at the early growth stage. **Ceramic Tiles** is considered a mature market at \$5.83 Billion in 2021. **Labels and Packaging** combined, with an estimated 2021 enduser value of \$13.21 Billion, are trending differently - inkjet application has stalled for labels, while packaging applications are still considered experimental.

He also look at inkjet types. Sales of **Continuous Feed Inkjet** (CF) peaked in 2017 and decline significantly in 2020, recovering slowly in 2021 and 2022 (493 engine unit sales projected, with an installed base of 5,886 units). Sales are forecast to continue improving over the next three years. Order books are strong, especially repeat orders, but the ability to manufacturer lags due to chip shortages and transport challenges. Use in transaction print has stalled and even declined. Growth in book printing with CF is accelerating. Direct mail applications are seeing re-growth, and general commercial applications remain small, although they are seeing early growth,

Cut-Sheet Inkjet sales are also affected by chip shortages, but interest remains high so that there is little discounting of hardware and ink prices are rising. B-3 printers are the

2021 Global Digital Production Print Vendor Revenues \$ by Major Segment
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Figure 10

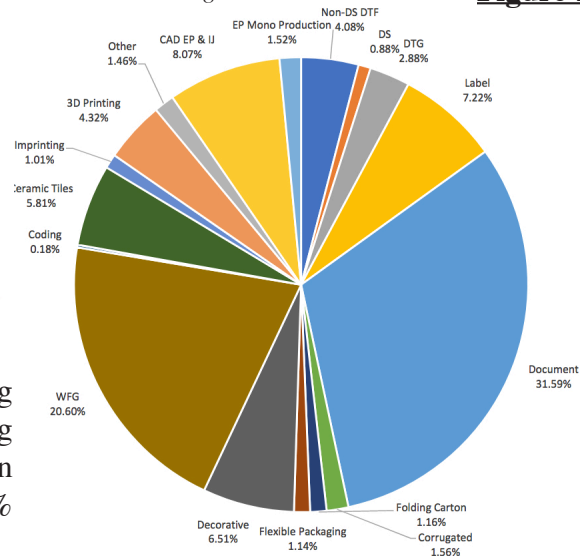


Figure 12 - Vendor Revenues - Decorative

	2021 est.
Decorative	
Wood Dec	\$39,733,920
Dec Lam Paper High Scale Dec	\$79,170,080
Dec Lam Paper Low Scale Dec	\$22,453,202
Dec Lam Surface Prod Dec	\$57,904,434
Glass Dec	\$120,573,360
Floors Dec	\$138,190,716
2D Deep Platen Dec	\$358,325,641
3 Axis Print Dec HE	\$71,180,828
3 Axis Print Dec LE	\$62,354,830
Embellishment Dec	\$127,354,414

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\$1.1B

Figure 13 - Digital Textiles Market Schematic (no DTG)

Sector	Chemistry	Enduse/App.	Channel	Ink Value
Production R2R MS/Reggiani et al. >\$250K	Standard Dyes ~70%	High Fashion @ major brands	Traditional Textile Printers Asia-oriented Some EU specialty, <u>no</u> N Am.	\$233M
Production R2R MS/Reggiani et al. >\$100K	Dye Sub ~30%	High Fashion @ major brands	Traditional Textile Printers Asia-oriented Some EU specialty, <u>no</u> N Am.	\$107M
LowEnd Dye Sub <\$100K	Dye Sub ~60%	Sports Apparel + High Fashion @ major brands	EU/US WFG Channels & emerging small print/cut/sew shops E/S Eur. & Cent. America	\$117M
LowEnd Dye Sub <\$100K	Dye Sub ~40%	Soft Signage	EU/US WFG Channels	\$35M
HighEnd Dye Sub >\$200K	Dye Sub	Soft Signage	EU/US WFG Channels	\$25M
				\$518M

Total VR incl hw = ~\$900M

Adoption of Dye Sub for apparel driven by Fast-growing popularity and good economics of synthetic textiles, and by the environmental friendliness & high print quality of DS – probably in competition to more costly digital pigment systems.
Additionally US/EU brands need local & flexible supply not available from traditional textile printers who are mostly not present in US/EU

www.it-strategies.com



most popular, with 170 unit sales expected in 2022 and a forecast 2020-2025 CAGR of 17%. Next are the B-2 printers, with 95 unit sales expected in 2022 and a 2020-2025 CAGR of 26%, followed by A-3 printers with 62 unit sales in 2022 and a 2020-2025 CAGR of 42%. Finally, the B-1 printers with 2022 sales of 10 units, but a 2020-2025 CAGR of 103%.

At the high end there are distraction issues: Labor and supply chain challenges occupy most of management's time. No time to go on new adventure with expensive new hardware.

To be continued

Brief News of the Photofinishing Industry

- The **Snap LF-35M camera** from British company LensFayre, a small online film camera store, is an affordable alternative to disposable cameras that **is designed with a focus on sustainability**. The Snap features a 28mm f/8, single-element lens, focus-free operation from 1.2-meters to infinity, a fixed shutter speed of 1/120 of a second, and a classic manual wind and rewind function. It has a built-in flash with a one to three meter range and is powered by a single AA battery. The camera body is ABS plastic (Acrylonitrile Butadiene Styrene - a food-grade plastic with no known toxins), which the company says is a thermoplastic that can easily be melted and remolded into a solid again. All of the packaging of the camera is either recyclable or suitable for home composting as well, including the stickers (supplied to customize the body) which are made from a durable vinyl-like material that the company says is 100% compostable. (<http://ow.ly/9Lo330shpFK>)

Kodak Alaris recently introduced the Professional 400TX single-use B&W camera loaded with 27 exposure Tri-X 400 film. The lens is a fixed 30mm f/10 full-plastic optic, and the camera shoots with a fixed shutter speed of 1/125 sec.

- The **US photo merchandise market has been recovering from the downturn from the COVID-19 pandemic**, reaching \$2.6 billion in 2022, and will experience growth over the next few years, according to Rise Above Research's new 2022 US Photo Merchandise Forecast. (<http://ow.ly/WcbB30siZ7U>)

- **The Chroma Cube camera from Chroma Cameras is a 24x24 35mm pinhole camera** with a focal length of 30mm and an effective aperture of f/150. The camera has a standard tripod socket and a magnetic sliding shutter plate. The camera measures just 84mm wide and 68mm high and weighs only 156g. The design gives the photographer the creative freedom to take multiple exposures, being able to wind the film forwards/backwards as required. (<http://ow.ly/eaZR30shpTH>)
- **PetaPixel study confirms there is still demand for new film cameras.** (<http://ow.ly/5Rcs30sjnIL>)
- With an **integrated programmatic printing solution, digital data produces printed marketing communications** in real time, from creation to distribution, in a 24-hour period. Programmatic Mail is a tailored, triggered one-to-one communication with a customer. (<http://ow.ly/XthO30shqIQ>)
- **Light Field Lab has developed SolidLight, the next generation of display** combining unprecedented resolution and density to accurately project dimensional wavefronts to form 3D objects that can be viewed from a variety of angles and free of glasses. (<http://ow.ly/taSk30shtPc>)
- **The Photo+Adventure Duisburg 2022 trade fair festival** in the Duisburg-Nord Landscape Park, scheduled for June 11-12, 2022, **has been cancelled**. The power center, regularly converted into a trade fair hall, is needed as accommodation for Ukrainian refugees. (<http://ow.ly/Xpn430shtUg>)
- **Analyze the app market using a wide variety of metrics with App Annie's free product.** View all your app data in one single dashboard; Track top charts, rank history and featured apps: Increase app discoverability with ASO; Analyze app usage penetration. (<http://ow.ly/RqXZ30shtWL>)
- **In Japan, Ohno Inkjet Consulting is restarting the planning of the Suppliers' Forum** as a concrete form of community building and exchange among people involved in inkjet. The 2-day conference is expected to take place in the 2nd half of 2022. (<http://ow.ly/wiFn30shvZC>)
- **The Agfa-Gevaert Group will acquire Inca Digital Printers**, with high speed multi pass printers and a strong service organization. This strengthens Agfa's position in high speed digital printing and brings an additional focus on packaging printing markets. (<http://ow.ly/CYAC30shK6G>)
- **The Ultimate Guide To Marketing For Manufacturers** sets a strong online foundation; shows how to target buyers throughout the process; advises on setting, monitoring, and measuring actionable targets; helps determine the most beneficial types of content. (<http://ow.ly/yoej30siUft>)
- In their quest to offer a layflat photobook to enhance and expand their top quality printed photobook portfolio, **Surbhi Album, based in Nagpur, India, coupled a Fujifilm ApeosPro duplex printer with a Layflat TL400 double-sided book binder**. Despite the COVID pandemic in India, to date twelve TL 400 VS systems have been installed in Indian printing facilities during the last year. (<http://ow.ly/p86530siVyp>)
- **FESPA Australia has announced it will collocate the inaugural FESPA Australia 2022 Conference** with the ProPrint Awards at the Shangri-la Hotel in Sydney on Thursday October 27, 2022. (<http://ow.ly/VmAV30siUhH>)
- **The free 2022 State of the Photography Industry Report** from Zenfolio and Format is based on a March 2022 survey of 3,398 photographers in 97 countries around the world. 71% of responses from the US, UK, Canada and Australia. 54% with 10+ years experience. (<http://ow.ly/sJyn30sj40P>)
- **Why Inkjet Photo Printers Are So Bad (And What You Can Do About It)** (<http://ow.ly/zqNH30sjnB7>)
- **Set your email marketing strategy up for success with the 50 best email marketing practices** from Salesforce. Follow these recommended steps to stay at the top of every inbox (and top of mind) with relevant, data-guided, and attention-grabbing emails. (<http://ow.ly/mXNf30sjnFr>)
- **PetaPixel has compiled a list of popular photo-sharing sites**, each with certain strengths, drawbacks, and unique areas of focus. (<http://ow.ly/LGKO30sjAly>)

- In this video **Andrea De Rossi, Color Management Expert from Italy**, explains what matters when **calibrating printers to achieve repeatability** in the industrial printing process. Without calibration, color accuracy is not guaranteed with every reprint. (<http://ow.ly/7RwE30sjnG0>)
- **SEO helps more people find your company online, drives traffic to your website**, and sales from your shopping cart. Pixfizz created an SEO guide filled with tried-and-true techniques to help print service providers and photo products retailers increase their traffic. (<http://ow.ly/1I4x30sjnJ7>)
- According to a report from Nikkei, **Canon has developed an image sensor that enables high-quality color photography even in the dark**. The CMOS sensor used in digital cameras can recognize up to about one-tenth the brightness of light that can be detected, and can take clear pictures even in situations where nothing can be seen with the naked eye. It will be mass-produced from 2022. (<http://ow.ly/Q1TJ30sjnLm>)
- The new **Samsung ISOCELL GWB with RGBW color filter support camera sensor** claims to be the most ‘human eye-like’ image sensor. Samsung has partnered with Tecno for the new smartphone camera, which will be available in 2022. (<http://ow.ly/a0Hh30sjnM6>)
- Based on PwC’s 2021 Holiday Outlook survey, “**Appealing to the Gen Z shopper in Canada**” indicates social media advertisements were the largest influence on their purchases, driven by paid influencers. Instagram and YouTube are the top destinations. (<http://ow.ly/C4mp30sjtMc>)
- **Augmented Reality (AR): increases prospect engagement by a factor of 10X**; boosts memory creation up to 3X; lifts social conversion up to 80%. Why? 3D motion and sound make it second best to in-person conversations. (<http://ow.ly/RUZc30sjwC3>)
- Growing on the success of the inaugural Conference in 2021, **ImagingExecutives@PHOTOPIA by Thomas Bloemer will again be organized in 2022** - October 13 - during the Photopia Hamburg tradeshow (Oct. 13-16) in Hamburg, Germany under the theme “Intelligent Progress.” (<http://ow.ly/rZUY30sjwJC>)
- **Kosmo Foto’s review of film announcements during 2021** (<http://ow.ly/VxN930sjzmB>)
- **PetaPixel has compiled a list of popular photo-sharing sites**, each with certain strengths, drawbacks, and unique areas of focus. (<http://ow.ly/LGKO30sjAly>)
- A recent article in PetaPixel reviews **The Best Instant Cameras in 2022** (<http://ow.ly/uAzF30sjBrh>)
- Using an AI colorization technique called deep exemplar-based colorization, **Glamourdaze is restoring early 20th-century film footage to add color and relatability**. The footage is cleaned and denoised, increased speed 24 to 60 fps and upscaled 480p to 4K. (<http://ow.ly/MheI30sjI7a>)
- Hitched, together with wedding industry professionals, has produced a **wedding safety manifesto as part of its #MyRites campaign**, devised to help wedding vendors who have been threatened or harassed at a wedding. Guidelines for couples, venues and wedding businesses. (<http://ow.ly/HSmr30sjKb5>)
- **Do we understand Metaverse?** This article from Tiendeo asks us what we think of the metaverse, to enter this world to find out how it is changing people’s lives, the opportunities it offers retailers and brands to connect with the consumer. (<http://ow.ly/kwE230sjKgW>)
- Every two years, the Meerbusch-based **Smarter Service Institut surveys executives in German medium-sized companies**. Findings (in German) include: 5 success factors for more resilience and growth; practical tips from top decision-makers; more than 20 case studies from top companies. (<http://ow.ly/ZTZn30sjKUJ>)
- **eMarketer Report: How Marketers Are Using Data to Drive Demand** covers the benefits and importance behind data usage in B2B marketing; How your peers rate their current success with data-backed marketing strategies; Where data can have the greatest impact on demand generation. (<http://ow.ly/Ith730sjKWm>)

- Download **How to Conduct a Total Cost Analysis for Ink**, understanding the obvious and the unknown costs of ink, a blog from INX, provides an overview of the inputs to include typical KPIs, and the benefits of ink dispensers to help you conduct a total cost analysis of use. (<http://ow.ly/9aar30sjME6>)
- **Foma Bohemia unveils new Retro Edition packaging** for 35mm Fomapan films (<http://ow.ly/wiRH30sjMHP>)
- With “**Facebook Stories Success Guide for Marketers**” discover how to get the most out of planning, publishing, and analyzing your Facebook Stories content. Includes 6 reasons; how to publish; where to find Facebook Story Analytics; how to optimize; share Facebook Content to Stories (<http://ow.ly/SEyj30sjMK7>)
- Belfast-based Photography Ethics Center is asking photographers, photo editors, curators, photo organizations, and any one else who maintains a practice working with photographs or other lens-based media to **write, publish and enact a Statement of Ethics**. (<http://ow.ly/30he30sjNn6>)
- To help students learn about digital printing, **four graduates spent six months at the CMYUK Creatives in Residence Live (CIRL)** immersed in the world of digital textiles using Mimaki printing technology provided by Hybrid. Other colleges also get access. (<http://ow.ly/WcJ030sjQcq>)
- **How to Start Shooting in Film Photography - A Beginner's Guide** by Gene Yoon on YouTube reviews first cameras, films, and film processing. Film photography can be intimidating, but it really doesn't have to be. (<http://ow.ly/E6lT30sjRIP>)
- Signs of the Times recently published its **2022 State of the Industry Report**. (<http://ow.ly/VITM30sjRVU>)
- **Allie Siarto**, a successful wedding photographer, is now a **Divorce Photographer** (<http://ow.ly/rkI830sjSfo>)
- The **DNP Photo Action Capture System provides photo capture and printing** at activity venues. The camera is placed at the completion location of the activity, the guest presses a button to capture a moment, and which is immediately sent to the printer. (<http://ow.ly/hNRK30sjUBM>)
- **2022 Social Media Marketing Industry Report** is the 14th annual report by Michael Stelzner: Most used social media platforms for B2B vs. B2C; Video marketing use and future plans; Social advertising use by platform. (<http://ow.ly/VI0O30sk8fk>)
- Effective February 1, 2022, **allcop color image service has acquired omaMa GmbH**, which specializes on the production of personalized photo products for babies and toddlers. Its online portal omama-shop.de offers such products as wall clocks, cushions, cuddly toys and many other lovingly designed products. Especially around the birth of a child, parents, other family members or friends are looking for special, unique gifts, and the product range from omaMa comes in and perfectly complements the range of individual photo products from allcop. (<http://ow.ly/X4Az30ska7O>)
- **Sinfonia Photo recommends “spring cleaning” your thermal photo printer** to keep it running smoothly. Clean the thermal print head, the rubber rollers, the front of the peeling plate and ribbon mark sensor reflector with an isopropyl alcohol swab. Blow out dust inside the printer and fans. (<http://ow.ly/gX5Z30skcP9>)
- **This AI can reconstruct a face using only using only a short audio recording of that person speaking**. MIT'S Computer Science and Artificial Intelligence Laboratory (CSAIL) first published about an AI algorithm called Speech2Face in a paper back in 2019. (<http://ow.ly/XxjT30skfsN>)
- **Third-Party Alternative Inks: Two Myths and Two Major Advantages**. Many independent ink providers offer their own service and support. Changeovers to alternative inks can be straight-forward and quite easy. Less cost. Improved Quality & Color. (<http://ow.ly/APtS30skftK>)
- **A guide to TikTok marketing strategy**. TikTok marketing should be a priority for brands as the platform continues to grow. Here's why it matters and how to do it. It has more than 73.7 million active US users, a majority of which is now over the age of 30. (<http://ow.ly/5E8A30skfOr>)

Upcoming Events

June 6-8	AppsFlyer	MAU Vegas 2022 (https://mauvegas.com)	MGM Grand Las Vegas, NV
June 7-9 +61 410 582 450	Propack.pro	Sustainability in Packaging Asia 2022 (https://propack.pro)	Hybrid
June 7-10 +1-703-642-9090	IS&T Fax: +1-703-642-9094	Archiving 2022 (https://www.imaging.org)	Singapore
June 7-11	SPOA	School Photography & Yearbooks (www.schoolphotographersofamerica.com)	Technical Program
June 7-8	ImageQuix/PhotoLynx	MVP User Group (www.photolynx.com/mvp)	Online
June 8-9 +44 (0) 1244 680 222	Rapid News Group	tct 3Sixty (https://tct3sixty.com)	Westin Galleria Houston, TX
June 12 +32 (0) 3 239 56 38	Dipro bvba	Photography Fair (http://www.dipro.be/benl/fotografiebeurs)	Westin Galleria Houston, TX
June 14-16 +1-703-264-7200	APTECH	Amplify - Print Finishing & Embellishment Event (https://amplifyprint.org)	NEC Hall 9 Birmingham, UK
June 15-18 +82-2-6000-1109	Messe ESANG Fax: +82-2-6944-8308	31th Seoul Int'l Photo & Imaging Show (photoshow.co.kr)	Kortrijk Xpo Kortrijk, Belgium
June 19 +32 (0) 3 239 56 38	Dipro bvba	Photography Fair (http://www.dipro.be/benl/fotografiebeurs)	Minneapolis Convention Center Minneapolis, MN
June 21-22 + 61 (0)411 167150	BoothCon	BoothCon 2022 (www.boothcon.com.au/)	Coex Hall A Seoul, Korea
June 22	Visual 1st	Spotlight Series - Sustainability (www.visual1st.biz/sustainability)	Grenslanthe Hallen Hasselt Hasselt, Belgium
June 22-23	Drupa - f:mp	Print & Digital Convention 2022 (www.printdigitalconvention.de)	Rydgas Parramatta Rosehill, Australia
June 28-30	HPE	HPE Discover 2022 (http://ow.ly/U6RE30s8Bug)	8:00-9:30 US Pacific Daylight Time Live - No recording
June 28-July 1 +61-02 9868 1577	Visual Connections	PACPRINT2021 (https://www.pacprint.com.au/)	CCD Congress Center Düsseldorf Düsseldorf, Germany
July 1-3 + 91-44-2835-3739	BuySell Interactions	Photo Today (www.buysellint.com)	Various Las Vegas, NV
July 2-3 +31-10-841-8288	Fotofair BV	9th Foto Fair (https://fotofair.nl)	Melbourne Convention Centre Melbourne, Australia
July 4-8 +44 1223 236920	IMI Europe	Inkjet Summer School 2022 (https://imieurope.com)	Palace Grounds Bangaluru, India
July 6-8 +1-703-642-9090	IS&T Fax: +1-703-642-9094	London Imaging Meeting 2022 (https://www.imaging.org)	Landgoed Duynenwater Eersel, Netherlands
July 19-21 +1-800-546-3300	ASI	ASI Show Chicago 2022 (www.asishow.com)	Novotel Ghent Centrum Hotel Ghent, Belgium
July 21-22 +1-800-560-9941	NBM/Graphix/Pro/Expo Fax: +1-303-465-3424	GPX Meadowlands (https://graphics-pro-expo.com/)	Institute of Physics London, United Kingdom
July 22-24 + 91-44-2835-3739	BuySell Interactions	Image Today & Sign Today (www.buysellint.com)	McCormick Place Chicago, IL
July 22-24 + 91-44-2835-3739	BuySell Interactions	N Printech (www.buysellint.com)	Meadowlands Exposition Center Meadowlands, NJ
July 25-27 +1-215-238-5300	NAPCO	Wide Format Summit (www.wideformatsummit.com)	Chennai Trade Center Chennai, India
July 31-Aug. 4 +1-702-617-1141	IPI	IPIC2022 (www.ipipphoto.com)	Chennai Trade Center Chennai, India
Aug. 4-6 +1-800-560-9941	NBM/Graphix/Pro/Expo Fax: +1-303-465-3424	Graphics/Pro/Expo Long Beach (https://graphics-pro-expo.com/)	PGA International Resort Palm Beach Gardens, FL
Aug. 17-19	Canvas	Americas Print Show (www.americasprintshow22.com)	Red Rock Resort & Spa Las Vegas, NV
Aug. 24-25 +91 95986 13391		Global Print Pack Tech Expo (https://www.printpack-expo.com)	Long Beach Convention Center Long Beach, CA
			Greater Columbus Conv. Center Columbus, OH
			Diamond Jubilee Hall Dar es Salaam, Tanzania

Business News

Smartphoto Group, Wetteren, Belgium (www.smartphotogroup.com)...

... reported year-end 2022 (Dec. 31) **consolidated** operating revenue of **€63,052,000** [photo printing - €5,753,000, books and stationary - €24,201,000, merchandise - €32,168,000, e-commerce as a service - €930,000] (2020 - €61,364,000 [photo printing - €6,367,000, books and stationary - €25,392,000, merchandise - €29,604,000, e-commerce as a service - €0]) [The 'Books & Stationery' section contains the sale of books and stationery. The section "Merchandising" mainly contains the sale of gift and decoration items], brought a **profit from operating activities, before non-recurring items (REBIT) of €7,433,000 [EBIT]** (2020 - €8,343,000), **Depreciation, amortization, write-downs, impairment and provisions from operating activities** of €3,073,000 (2020 - €3,517,000), **Profit from operating activities, before non-recurring items, corrected for depreciation, amortisation, write-downs, impairment and provisions (REBITDA)** **€10,506,000** (2020 - €11,860,000), **Non-recurring items from operating activities - -€317,000** (2020 - €0), **Profit/loss from operating activities**, corrected for depreciation, amortisation, write-downs, impairment and provisions (EBITDA) **€10,189,000** (2020 - €11,860,000), **a Financial Loss of €195,000** (2020 - **€477,000**), **Profit before tax** €6,921,000 (2020 - €7,865,000), **Profit before taxes, corrected for depreciation, amortisation, write-downs, impairment and provisions - €10,121,000** (2020 - €11,520,000), **Income taxes - income of €1,421,000** (2020 - **expense of €532,000**), **Deferred taxes - €686,000** (2020 - **€1,218,000**), **profit for the year of €5,500,000** (2020 - €8,397,000), Profit for the year, corrected for depreciation, amortisation, write-downs, impairment; provisions and deferred taxes **€9,367,000** (2020 - €10,834,000), **Profit attributable to shareholders** of the parent company **€5,500,000** (2020 - €8,397,000). Total comprehensive income **€5,601,000** (2020 - €9,916,000).

This growth in revenue is the combination of the organic evolution and the contribution of Nayan for the period as from the acquisition date. The strict lockdown measures in 2020 resulted in exceptionally strong sales of books and prints in the spring, and of gifts in the fall. Due to the loosening of the measures around the Covid-19 virus, the demand for these products fell back to normal levels in the year 2021.

The other operating income amounts to €1,006,000 in 2021 (2020 - €1,083,000). The main components are: the sale of waste material from the production process to recycling companies, the recovered overdue payments, unused credit notes of e-commerce customers and revenue from the realization of property, plant and equipment and intangible assets. By region, 2020 revenues were: Belgium - €25,347,000 (2020 - €25,193,000); Switzerland - €14,747,000 (2020 - €14,618,000); and Other - €22,958,000 (2020 - €21,553,000).

Smartphoto group is active under the brand name smartphoto™ in 12 European countries in B2C e-commerce offering affordable, high quality personalized products such as gifts, cards, photo books, photo calendars, prints and wall decoration. The group has local teams in Hengelo, Pratteln and Malmö for customer service and marketing, which enables a closer customer relationship.

Production is centralized and located in Wetteren (Belgium). A second smartphoto factory, added in 2020, doubled smartphoto production capacity to support future growth. The full e-commerce site is hosted on the Google Cloud platform, which increases the scalability and the security of data; this also enables the many peaks throughout the year to be easily handled.

In 2021, the Group acquired Nayan, one of the market leaders in e-commerce distribution in Europe by offering a unique 'e-commerce as a service' (EAAS) for international brands looking for growth, and the sale to companies of personalized gift packages with chocolate, alcohol, fruit or flowers through websites such as Gift.be and GiftsforEurope.com. Nayan, mainly active in B2B e-commerce, is located in Ardooie (Belgium).

The annual report introduction from the CEO and Chairman states, "as an innovative e-commerce company, we continued to encourage social connection and sharing family moments, with a continued focus on our

customers and their needs. Our investments in the migration of the web platform to mobile first and the cloud, and the transformation of our website in terms of UX to a shop-in-shop concept, are only a few examples which ensure improvements in quality and ease of use for our customers.

Smartphoto values not only the social aspects, but also the ecological and social challenges facing our planet. In order to focus even more on sustainability and to improve awareness about this, sustainable development goals have been drawn up for 2021 and the following years.

Unfortunately, in February of 2020, the Ukraine crisis began, the consequences of which have an enormous impact, especially on a human level, but which are also being felt by us, as a company, with, among other things, rising energy and raw material prices. As the smartphoto team, we were strong enough to cope with the corona crisis. Now, with just as much team spirit and perseverance, we will cope with the impact of this Ukrainian crisis on the smartphoto group.”

The mission at smartphoto still is to help socially active young mums and families create and give affordable, high-quality personalized products using smart and simple apps and websites. Its motto is ‘smart.simple.smile,’ and every day it looks for better solutions so you can enjoy your pictures or your favorite products which you personalized with a nice text or personal quote, in different, fun ways.

“We are passionate about your pictures! Day after day, we try to find *smart* ways to help you get the most out of those special moments in life. Our products therefore have to be affordable, of high-quality, but also offer solutions for your daily needs. We also make it *simple* for everyone to enjoy their pictures by making sure that designing your product on our website is as simple as possible. For example, we pay a lot of attention to the speed of our websites, their accessibility from all kinds of devices (smartphone, tablet, laptop, PC), and we continuously expand our product range, as well as our designs and models, so you are sure to find something you like. We are only satisfied when we have brought a *smile* to your face as you rediscover your pictures or personal text or quotes on all kinds of products.

“We therefore believe that our products should not only be fun to make (no menus, software to be installed or difficult choices), they should also be fun to receive and share. We also like to inspire you to get more out of your pictures. We do this not only through the increasing range of our products, but also through our blog where you can find a lot of creative ideas, tips & tricks and a lot of inspiration.”

“On the smartphoto website you can find over 500 different products, which are fully hosted on the Google Cloud platform. This increases our scalability, which enables us to handle the many peaks throughout the year even more easily and further increases our data security level.

“Every year, an average of 50 new products are added, ranging from completely new products to new variants of existing products. In 2021, the new product category ‘Smart2Give personalizable gift boxes’ was launched, and already offers a choice of different packages: the gift package Aperro Gin (alcoholic or non-alcoholic), the gift package Granola, the gift package Bubbles, and two variants of the gift package Relax (cotton green or terracotta). Each gift package contains 1 product you can personalize completely according to your wishes, such as gin glasses, champagne flutes, storage jars in the breakfast gift package, or a glass perfume diffuser in the relax packages. Of course, you can just buy a present, but a gift package that you can personalize and is completely ready to give, is extra fun!”

“In 2021, our collection of pet gifts was also further expanded in order to create nice personalized accessories for both pet and owner, featuring your favorite pictures of your pet. Not only new products were launched, but also a whole series of new theme designs, which can be used in our webshop for a lot of popular products and, of course, also for the latest products from the pet shop.”

Timpson Holdings Ltd., Manchester, UK (www.timpson-group.co.uk) ...

... which owns UK photofinishers Max Spellman and Snappy Snaps, **reported FY2021 (25 Sept., 2021) net revenues of £212,204,000** (2020 - £209,339,000), **with a cost of sales of £125,897,000** (2020 - £140,2426,000), **a gross profit of £86,307,000** (2020 - £69,097,000), **an operating income of £24,918,000** (2020 - **loss of £10,762,000**), **profit before taxes of £24,534,000** (2020 - **loss of £10,809,000**), **tax on profit/loss on ordinary activities - £2,716,000** (2020 - **£753,000**) and a **net profit of £21,818,000** (2020 - loss of £11,562,000). **Comprehensive income was £38,337,000** (2020 - **loss of £17,495,000**).

On 12 April 2021 the group acquired 100% of the share capital of The Watch Lab Holdings Limited for £1, with a fair value to the group of £1,186,000, total liabilities of £754,000 and negative goodwill of £432,000. Contribution by the acquired business for the reporting period included in the group statement of comprehensive income since acquisition was revenues of £1,897,000 and profit after tax of £73,000.

An interim dividend of £10,732,000 (£0.48 per share) was paid during the period in respect of the ordinary 1p shares (2020: £1,450,000; £0.06 per share) and a dividend of £12,000 (£53.57 per share) was paid during the period in respect of the £1 preferred shares (2020: £4,000; £ 17.86 per share). The directors do not recommend the payment of a final dividend.

Strategic Report

In the annual report, the Business Review states the Covid roller coaster continued throughout our last financial year. In October 2020, sales were starting to recover to pre-pandemic levels, when we were affected by further lockdowns, which severely curtailed Christmas trading and went on into the Spring, with shopping centres continuing to experience a sharp drop in footfall.

Changed habits, created by Covid, reduced the demand for many of our services, Working from home, a severe reduction in holidays abroad and the lack of weddings, parties and special celebrations reduced our turnover of shoe repairs, dry cleaning and photo, but key cutting and watch repairs have done well.

However, our supermarket car park based Timpson shops achieved 2019 turnovers and we opened 25 new pods during the year. Footfall on high streets steadily improved from April onwards, with a significant surge in September bringing numbers near to the pre Covid level. But city centres, especially central London still suffered from the number of almost empty offices. High street properties have experienced an average 35% fall following a rent review during the year. We closed 35 shops where the rent was unviable.

Every relaxation of restrictions brought extra trade, but Scotland, Ireland and Wales lagged behind England and suffered as a consequence, However, our two pubs on Anglesey, The Oyster Catcher and The White Eagle achieved record figures during a bumper holiday season.

It is worth reflecting on the traumatic transformation that the group has experienced since March 2020. Initially, with all our shops shut, we were losing £1.5 million a week and our bank balance was rapidly disappearing.

Over the next 18 months we received about £37.5 million from the furlough scheme and closed business grants. Our decision to guarantee everyone's basic pay beyond the furlough payments cost the group £15 million, reducing the benefit of government support to about £22.5 million. On top of this we put in place a cost saving exercise, which looked at every part of the business. This brought a major change to our business model - many of our shops are now run on fewer people, but, with a high percentage of top performing colleagues and a stronger support function, this is proving to be successful.

Our profit before tax of £24.5 million is way above the £10.8 million loss last year and is ahead of 2019, Much of the improvement took place in the second half of the year, Up to April we relied heavily on the government support to keep us going but during the summer our profitability improved and we will enter our

new financial year with the prospect of maintaining profits without relying on extra money from the government.

“We therefore hope that 2021/22 will be more or less back to normal. But there could well be some headwinds. There are likely to be more unexpected consequences of Covid like the shortage of workers and delivery difficulties that appeared in August 2021, It is far too early to forecast future trading with any confidence,

“The last year has brought extra pressure to our colleagues and their families, but a positive attitude has continued throughout the pandemic, We have continued to give personal support by providing hardship loans, mental health first aid and financial counselling. We have a great team of colleagues who are the cornerstone of our long term success and I’m pleased we have been able to finish the year by giving everyone a 5% pay increase.”

Principal activity and group strategy -The principal activity of the group during the year was that of key cutting, watch and jewellery repairs, photographic services, dry cleaning services, mobile phone repairs, engraving, shoe repairs and related merchandise. The strategy of the group continues to be to grow revenue and protect the long term future of the group whilst still maintaining our culture of trust, kindness and care.

During the year, the group received support from the government by way of Closed Business Grants, the Coronavirus Job Retention Scheme and business rates relief. These grants enabled us to support our colleagues during the difficult times we were facing and gave us confidence in our ability to continue to trade, for which we are very grateful.

Future outlook - The directors expect the year ahead to be a challenge for the retail environment but our continued optimism, despite the impact of Covid, is shown by our continued high level of investment in new shops and store refits. The photo vending part of the business continues to grow, Following a number of successful large scale roll outs of our photo ID booths and our self-serve photo printing kiosks in supermarkets (‘Jura’) and shopping centres, with excellent feedback from customers, we will continue to invest and grow.

Colleagues - During the period under review the group employed an average of 3,950 colleagues (2020: 4,796). The success of our business is dependent on the performance of our colleagues. Colleague turnover for the period under review was 16% (2020: 23%). Reasons for leaving include ill-health, retirement, relocating and childcare.

The group paid £170,000 (2020: £436,000) to make some of our superstar colleagues Dreams Come True by providing once in a lifetime opportunities for them and their families, and a further £384,000 (2020: £700,000) on our amazing colleagues in recognition for going above and beyond. It is important to us to recognize the work our colleagues do and for their ongoing commitment to making our business what it is today. The group has also spent £466,000 (£2020: £1,095,000) on colleague benefits and 17 holiday homes, giving colleagues the chance to apply for a free week in one of them.

Figure 14 - Greenhouse Gas Emissions and Energy Use

UK Greenhouse gas emissions and energy use data for the year (Figure 14) are derived from monitoring electricity, gas and diesel consumption and calculating the resultant carbon produced.

	Year ended 25 September 2021	Year ended 26 September 2020
Energy consumption used to calculate emissions (kWh):		
Electricity	7,401,587	10,371,315
Gas	802,212	417,838
Transport	7,591,994	10,575,231
Direct (Scope 1) emissions from activities for which the group is responsible (tonnes CO ₂ e)	2,070	2,503
Indirect (Scope 2) emissions from purchases for own use (tonnes CO ₂ e)	1,572	2,698
Total gross emissions (tonnes CO ₂ e)	3,642	5,201
Intensity ratio: kg CO ₂ e per £100 of revenue	1.84	2.83

Photo Imaging News Editorial Staff

Don Franz, Edith Liu, E. Sapwater, Kathy Stehling, Vimal Parmar