

Stop Printing 4 X 6 Photo Prints - You Are Wasting Your Precious Memories, Time And Money

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Aug. 16, 2008 - [PRLog](#) -- Stop printing 4 x 6 photo prints - you are wasting your precious memories, time and money

Modern history of online digital printing starts 2002. We can safely consider the time before 2002 as pre-historic times of digital printing. In 2002 online photo printing gained several leaps over home printing. For the average users out there, there were several things you could do well online and not offline - such as cropping, red eye correction, adding a caption, adding borders, adding effects to photos and much more. In 2002, home printing could cost you more than a dollar and, online printing started the price war at around 40 cents in the US.

2002 - 2005 saw an increase in number of online printers - while the specialty players focused on quality, the vanilla "me too" player out there, almost always brought in a new lower price for the 4 x 6 print. The likes of Microsoft Office Picture Manager, Google Picasa, Shutterfly Studio and other "clients" helped home printers gain significant control over the way their prints would come out. For their part, Epson and HP slashed printing prices. A new strong man entered the scene in the form of wholesale printing. Costco, WallMart, Winkflash and others made photo printing as part of their "buy more pay less" approach.

2005 saw the arrival of 10 cents a print and, now there are noises about 5cents a 4 x 6 print.

There are two standard reactions from the market:

- (1) I will sell more to make for the new price
- (2) I will compromise on quality to sustain my share in the new price war

The fact is, that your order of 4 x 6 prints invariably creates a loss for your vendor. Some of us studying this product and its metamorphosis are surprised. Surprised positively that photo paper can be made to be thinner than potato wafers. Surprised in a negative way at the appalling quality of some of the prints that are being dished out. Now, several of these prints are yet to be subjected to any serious ageing tests. Do not be surprised, one day, when you open your favorite photo album and your photo prints have given away.

At 6 cents or Rs 2.50 per print, the lower prices are partly made possible by automation, which can result in such unpleasant surprises as photo subjects whose heads have been cropped out, because the prints weren't checked before they were shipped. While the price war is bottoming out, you want to be sure that the impact on quality does not affect your cherished memories.

Here are a few important tips for consumer survival amidst a price war:

- (1) Do not choose your online photo storage destination because 4 x 6 prints are cheap
- (2) Look for quality photo archival solutions - can there be good storage options for your precious photos

(3) On the primary motivation to move online for photo printing is creative value additions. Check and confirm if your choice online destination supports and maintains creative digital assets for you. Be aware that there are online photo services who charge for usage of borders and other enhancements. Know your total cost before you jump in.

(4) Check out eProducts - are there email, web, social networking and mobile photo sharing solutions. For example, can you create a digital photo album and share with your Orkut or Facebook group? Can you link your digital photo book to your blog?

(5) If you are a photo enthusiast you must admit that you have two cameras - one that is often in the cupboard (your high quality 5 - 10 megapixel digital camera. The other, your mobile camera - not so great for pictures, but ever present. Please be sure that your choice destination for online digital imaging has advance solutions for the photos in your mobile phone. Upload from mobile phones, photo sharing from mobile phones are must have.

Check out www.PhotoPrintsandGifts.mobi from your mobile browser.

Visit www.PhotoPrintsandGifts.com for exciting digital imaging solutions.

About PPG

What are you doing with your photos today? This is the quest that the founding team of photo and imaging experienced professionals went to find out from the photo products (prints and gifts) markets in Asia -Pac. The answers were numerous, some relatively clear, a lot “not so sure.” The consensus was that the photo products consumer (B2C, B2B2C or B2B) in most parts of Asia Pacific does not enjoy quality photo solutions with globally prevalent cost efficiencies. Providers of high quality, creative, easy to use and affordable photo storage, preservation and social expression solutions are a handful and this creates a supply side constrained scenario (which very rarely benefits the consumer). This eureka moment (more a period of study) lead to the birth of Photo Prints and Gifts (PPG). World-class, affordable photo products and services to the Asia-Pacific region becomes a reality with PPG. PPG is a photo, web, and mobile communications medium that makes photo expressions creative, enjoyable, and effective.

Coming soon from PPG: prints, posters, photo cards, personalized calendars, photo albums and books, business solutions, store my pics – photo archival solutions, and specialty photo gifts.

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