

connection july 2019



Pick 4 Special is Back!

Our popular Pick 4 Special is back! This special is the perfect way to plan special offers for your customers around the items on sale, or stock up on samples ahead of the busy fall and holiday season. Either way it's a win - it is like Christmas in July! Be sure to check out the extra bonus days featuring our new Edge Collection plus Jewelry.

International Premier Print Award Winner!



We were recently awarded a Certificate of Merit in the International Premier Print Awards! This award was given to us for our Vintage Box in the T1 Cartons, Containers, Boxes and Totes category. The Certificate of Merit honors those who have achieved an extremely high level of quality in printing and design.

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(these links may not work on mobile devices)

specials

july pick 4 specials Each Monday, at midnight, a new coupon will be posted for that week's special pick 4 selections. <u>Click here for coupon codes.</u>

Week 1: July 1-7 - 30% off Wraps



Week 2: July 8-14 - 30% off Metals



Includes Framed Gallery Wraps, Gallery Wraps, Slim Wraps, Mosaic Wraps, Cluster Wraps and Image Blocks

- Includes optional lustre or fresco texture
- coating Includes optional float mounts

No limit

Image by Ariana Falerni

Includes Metal Prints up to 30x40; Framed Metal Prints up to 30x40; Curved Metals, **Designer Metals and Metal Float Frames**

Includes Gallery Lay-Flat, Economy, Guest Book and Leather Wrap Albums; Photographic Pano

Includes optional imprinting, cameos and

Includes optional leather envelope for

- Options included in sale: hanging mount; float mount, branded float mount, drilling holes
- No limit

Image by Ariana Falerni

spine hubs

Week 3: July 15-21 - 30% off Albums and Photographic Pano Books

Books





Week 4: July 22-28 - 50% off Print Special

Includes prints 8×12, 10×15, 11×14, 12×18, 14×21, 16×16, 16×20, 16×24, 20×20, 20×24, and 20×30 only.

· Can be from different images

- Must be on same paper type. Lustre, Pearl, Authentic Black & White and Deep Matte Paper No limit
- Image by Michael Anthony

BONUS DAYS: July 29-31



30% off all Edge Collection Includes Edge Metal Float Block, Torn-Edge Float Block; Matted and Mounted prints with Wraps and Boxes.

- No limit
- 30% off Jewelry
 - Does not include sample kits Bottle Cap necklace and Mother of Pearl necklace not included No limit
- Image by Michael Anthony

 No limit Image by Photos Edge

Leather Wrap Album

August 30% off all Press Books (does not include booklets)

- All studio sales sample sets in August. Included are:
 - Holiday, Foil, and Press Card Sample Kits Edge Sample Set
 - Jewelry Sample Kits
 - Album Swatch Sample Box Classic Modern Frame, Gallery Wrap Frame, Print Frame Sample Kits
 - Metal Sample Kits
 - Ornament Sample Kits
 - Finishing and Coating Sample Kits Paper Sample Kits

We will be closed Thursday, July 4th, as our nation

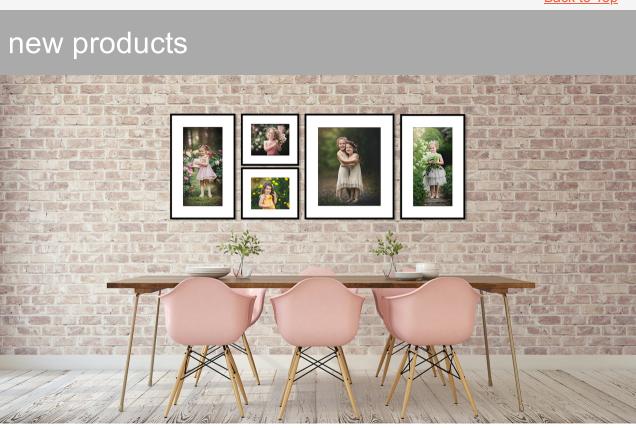


celebrates Independence Day.

lab closed



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check out our new products

We added so many new products recently they won't all fit in the newsletter! Click the button below to see the entire lineup.

See New Products

software

DESIGN AT THE SPEED OF LIGHT

Page design tips in Velocity

Learn how to change page background colors, import scrapbook PNG graphics, change image shapes, and more!



Images by Michael Anthony

Download Velocity Free to all H&H customers!

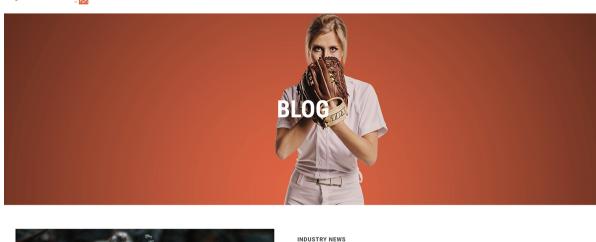
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JUNE 27, 2019

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schools & sports

Announcing our new blog! We have launched our new sports blog on sports.hhcolorlab.com to keep you up-to-date on everything happening in the sports photography industry. Watch for new blogs each week! totalsports





Parents Only Want Digital Files

Home The Sports Business 🗸 Picture Day Sales Fundraising Products 🗸 Education Workflows Design & Retouching Services Blog 🔍

It has been a dark time for the wedding and portrait industry over the last ten years. A time where "digital only" became a thing; a "thing" so pervasive that it changed the face of the industry forever. Today, studios and customers alike are still recovering from this fad. We call it a fad because the market is realizing that "digital only" is not now (and never should have been) a "thing". We're using a lot of finger quotes right now because we need to really drive the point home. The schools and sports industry can avoid the same fate as the wedding and portrait industry. Learn from the history and mistakes of the past, or we are destined to repeat. Are we advocating a world where no digital files...

Total Sports Blog

○ 0 COMMENTS

Are you ready for Fall School Season? We put together a calendar for you as a starting place for a summer action plan that will help you prepare for a strong fall school season. Our experience is that studios that complete their setup and scheduling in July have a dramatically more successful September and October. Read through this list and look at your specific schools, then enter any missing tasks that you will need to complete.

Click here to get a 6 week preparation checklist

Cross-Project Package Sales Analysis Report Whether you are shooting schools or sports you are going to love this new report - Cross-Project Package Sales Analysis Report. Imagine this. With a click of a button you can see how many Package B's you sold this spring. And not only that, but know which of your add-ons is actually adding to your sales average and which ones aren't. Watch this video to see how to find out what your parents really want.

How to use the Cross Project Package Report in hhschools orderingsoftware



Team Banner (32x48)

Team Border (5x7)

Magazine Cover (8x10)

Are you ready for banner season?

favorite automated banner design and order a sample today!

Cameron High Schoo

Banner (32x48)

Border (8x10)

TRUTAL

Dry Erase Locker

Magnet (4x10)

Mouse pad

JENNIFER

more, featuring some of your products in Apex Pro. Now you can offer it as your entire program this fall.

Apex Pro is getting an update. You remember Apex Pro. This series, designed by photographer Mike Curtis, was the first to feature team extraction in addition to individual extraction. With this latest update you now have access to a full line of Apex Pro products. No

Border (4-Wallets)

Team Border (6x8)

Magazine Cover

Magnet (4x5)

Check out the complete Apex Pro product line.

Fall Sports Banner season is right around the corner. Did you know you can have personalized KO team and individual banners without spending a single second in photoshop? Pick your

Border (3.5x5)

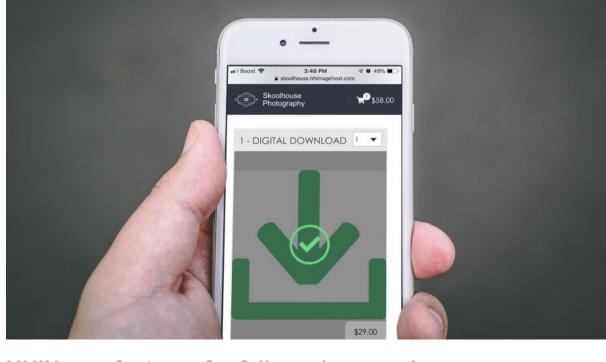
Team Border (8x10)

Round Magnet (3x3)

Border (5x7)

Button (3x3)

Memory Mate (8x10)



Check out our KO Sports banners

HHIH new features for fall coming soon! Big features are coming for this fall. Stay tuned!

prepay flyer printing special ends July 15 - up to 48% off!

No limit

education

- Order through hhstudio • Offer good from 6/15/2019 thru 7/15/2019
- No coupon code needed See <u>prepay flyers</u> - (be sure to log in to see sale prices)

View Special Details

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GROW YOUR SPORTS PHOTOGRAPHY BUSINESS

This class will teach you how to ask for the business, prepare for and execute a successful picture day along with best practices for workflow once you get back to the studio. Through lecture and hands-on training, you will leave with confidence knowing how to conduct a successful picture day and ability to grow your sports business!

Sports Boot Camp Kansas City, MO | July 15-17, 2019

This has helped me and my business a ton!

-Michael Schoen, Memories and Motion Photo, St. Peters, MO

See Immediate Results

- Focus on youth sports photography
- · Learn how to start and grow a stable sports photography business
- · Hands on training and demos
- · See best practice workflow

Boot Camp Fun

Sports Boot Camp is a full 3 days of intensive hands-on training by some of the industry's leading sports photographers. Together we'll show you how to run a successful sports business plus have some fun along the way. Learn how to book, shoot and sell. Through lecture and hands-on training, you will leave with confidence knowing how to conduct a successful picture day and the ability to grow your sports business!

Learn More



WANT TO LEARN IN-PERSON SALES?

YOU'LL LEARN ABOUT...

- + Hands-on breakouts

& MORE!

employee highlight

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Jim Defries Warehouse and Purchasing

Our Warehouse and Purchasing Department is the spinal cord for the lab. Supplies and materials are stocked so that production can create customer orders in a timely fashion. With thousands of products available, this small but mighty team has a lot to keep track of and they do a fantastic job!! We are excited about

this month's featured employee, Jim Defries, from the Warehouse and Purchasing Department. Those who work with Jim, know him to be an invaluable employee, always steady and ready to do whatever the job requires. However, after three decades with H&H, Jim retired in June. Everyone at H&H will certainly miss him, and we want to recognize him for all he has contributed to H&H over his 27 years as a team member. But we are happy that Jim now gets to spend time pursuing many of his other interests in life. Please enjoy this month's Employee Highlight, featuring Jim Defries.

Jim is pictured above with a lamp he made as an homage to the film industry, as he worked with film for over twenty years. He used a 70mm film reel that came off of one of the machines that used 70mm film at H&H Color Lab, plus a couple of reels that he picked up at garage sales. Image by Jeff Locklear.

Read the full article

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H&H on the road

Please click here for a full listing of events we will be participating in. We will make every effort to keep this calendar updated, including additional speaker information as we finalize details. Hope to see you at the shows!

Southern Pro Xposure July 19-23, 2019

New Orleans, Louisiana

View Event Website

We are delighted to be part of Southern Pro Xposure, the Gulf South Photography Conference and Expo. Be among friends, network with industry experts and insiders, all under one roof at the Hyatt Centric in New Orleans, Louisiana. Learn to build a more profitable business while feeding your creativity and taking your photography skills to another level. See you down the river!

Rock that Conference July 25-27, 2019 Detroit, Michigan

View Event Website

Photographers from across the United States will come together in Metropolitan Detroit to address photographic standards, receive training in many areas of photography, and network with other photographers. This conference will help raise artistic awareness in the medium of photography. If good is just not good enough for you, then you'll be in the right place when you join us as we pursue photographic excellence together! H&H is honored to be sponsoring Audrey Woulard and Kahran & Regis Bethencourt this event!

Thursday July 25, 2019 Onyx Ballroom

Friday July 26, 2019 Diamond Ballroom

Women's Panel (4:30pm-6:30pm) "Diamonds are Made Under Pressure" with Audrey Woulard, Kesha Lambert, Kahryn Bethencourt, Victoria Pavlov, Jenn Lewis, and Tracy Page.

Speaker (4:00pm-5:15pm) Kahryn and Regis "The Afro Book"

Speaker (5:15pm-6:30pm) Audrey Woulard "Tweens the forgotten genre"

Saturday July 27, 2019

Motor Coaches to Downtown Detroit -Walks 8:00am - 11:30am Audrey Woulard - Tweens on the Streets of Detroit

Photo Bay Training led by Industry Leaders 2pm-4pm Opal/Garnet Room Kahran & Regis Bethencourt - Afros and Textures

Click Con August 5-7, 2019 Chicago, Illinois

View Event Website

We are looking forward to seeing you at Click Con, an up and coming photography and videography conference, where the community comes together to innovate, create and collaborate.Featuring some of the best speakers and educators from all over the world. Over 100 models for you to use to help build your portfolio, over 50 scenic and historic Chicago locations for you to photograph your models in, themed workshops and excursions, scavenger hunts, an interactive trade-show floor with hourly prizes, the top vendors and pros, themed shooting bays and all the latest camera gear available for you to try out.

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