

It was great to see everyone at Imaging USA!

We had a great time at Imaging USA this year, as always! It was so good to see all of you and reconnect. Our H&H Theatre speakers, Bridging the GAP Speaker Lounge and of course our Platform Speakers were awe-inspiring. Thank you to Imaging USA for putting on a fantastic event, once again! Attendees were able to sign up for our HUGE Studio Makeover Giveaway, create inspiration boards for our new Salvatore Ciccotta Album Collection, plus get a sneak peak at all our new products coming soon! We also want to take this opportunity to thank our H&H and N-Vu staff for all of their hard work on this show. From the set up and tear down teams, customer service, marketing and all of the staff - everyone works hard to share a little bit of H&H with you! If we missed you at Imaging, we look forward to seeing you at one of our other events in 2020!

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february specials



25% off framed prints

Coupon code: **MSFRAME25**

Includes all frames-including Designer Frame Collection; as well as all Framed Torn Edge prints.

No limit, expires 2/29/20

March specials

50% off Photographic Prints

Order two prints with the same paper type and receive 50% off of both.

Includes 8x12, 10x15, 11x14, 12x18, 14x21, 16x16, 16x20, 16x24, 20x20, 20x24, and 20x30 only; Includes Lustre, Pearl, Authentic Black and White and Matte paper, when sizes are available; Prints do not need to be the same size; No limit; Order through hhstudio.

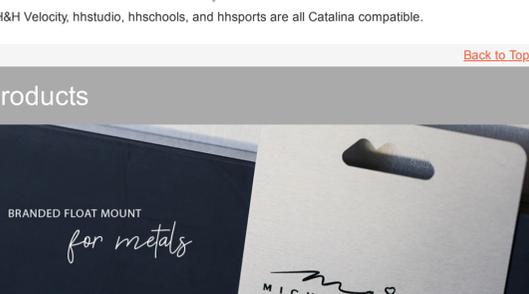
25% off Wallets

No limit; Order through hhstudio

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software

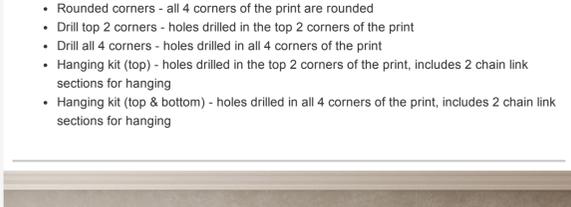


MacOS 10.15 Catalina update

H&H Velocity, hhstudio, hhschools, and hhsports are all Catalina compatible.

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products

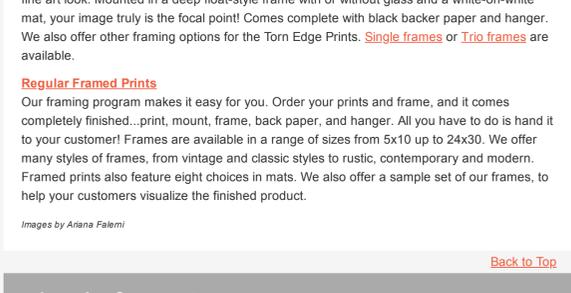


branded metal float mount

Our metal prints have always been popular. Not only can you choose between many sizes and three finish options, but now you have many different ways to mount your metal prints. We want to highlight one of our newer mounting options, our **branded float mount**, shown in image. This is a perfect way to carry your professional brand through on all of your offerings and remind your customer that you are the photographer to call when they want more products and photo sessions!

Additional mounting and hanging options for metals include the following:

- Hanging mount
- Float Mount without brand
- Metal easel (not available for all sizes)
- Rounded corners - all 4 corners of the print are rounded
- Drill top 2 corners - holes drilled in the top 2 corners of the print
- Drill all 4 corners - holes drilled in all 4 corners of the print
- Hanging kit (top) - holes drilled in the top 2 corners of the print, includes 2 chain link sections for hanging
- Hanging kit (top & bottom) - holes drilled in all 4 corners of the print, includes 2 chain link sections for hanging



Framed Prints

From our [Designer Frame Collection](#), [Framed Torn Edge Prints](#) and regular [Framed Prints](#), H&H has all the options for your professionally framed prints!

Our framing program makes it easy for you. Order your prints and frame, and it comes completely finished...print, mount, frame, back paper, and hanger. All you have to do is hand it to your customer! And as a reminder, ALL of our Framed Prints are 25% off during the month of February! Simply use coupon code MSFRAME25 when ordering in hhstudio software.

Designer Frame Collection

This contemporary designer frame collection features beautiful gallery style frame selections, as well as extra wide, thick white mats. The Designer Frame Collection features five frame styles in several color choices: Bradford, Brighton, the Chelsea, Lincoln and Preston. Super easy to order, the big feature with this collection are the nine groupings available. Each grouping comes with its own hanging guide for easy installation. Groupings have a quick turn time of three days, and are easy to order. Pricing is competitive, giving you additional profit margin.

Framed Torn Edge Prints

Give your customers something fresh with our [Classic Modern](#) frame for 7x7 torn edge prints. Your image is printed on our beautiful watercolor paper and then given hand-torn edges for a fine art look. Mounted in a deep float-style frame with or without black and white-on-white mat, your image truly is the focal point! Comes complete with black backer paper and hanger. We also offer other framing options for the Torn Edge Prints. [Single frames](#) or [Trio frames](#) are available.

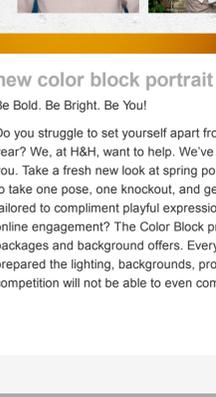
Regular Framed Prints

Our framing program makes it easy for you. Order your prints and frame, and it comes completely finished...print, mount, frame, back paper, and hanger. All you have to do is hand it to your customer! Frames are available in a range of sizes from 5x10 up to 24x30. We offer many styles of frames, from vintage and classic styles to rustic, contemporary and modern. Framed prints also feature eight choices in mats. We also offer a sample set of our frames, to help your customers visualize the finished product.

Images by Ariana Falemi

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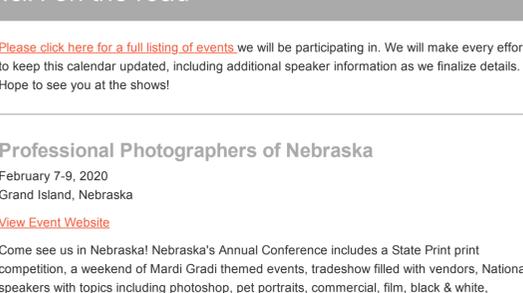
schools & sports



total sports blog

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

[Read our latest blog post!](#)



2020 classes now announced

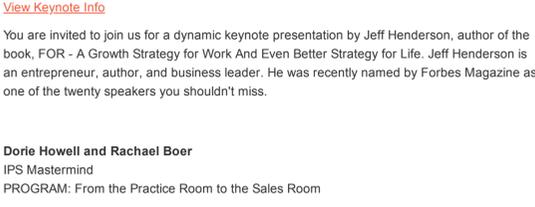
There is a lot of information out there; but let's be honest, it's going to take more than watching a few YouTube videos and reading a few blog posts to build a successful business. However you prefer to learn, H&H Color Lab has an education solution for you.

Join us February 17-18, for two packed days focusing on improving your sales and staffing strategies to grow your volume school photography business.

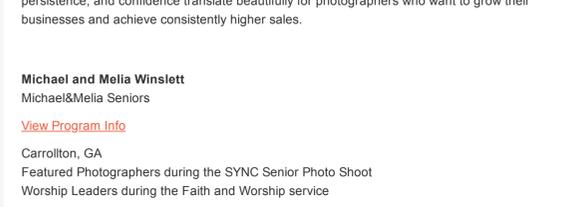
[Learn more](#)

facebook school & sports group

Are you on facebook? Join the schools user community. This is a safe place where a community of school and sports photographers who partner with H&H can help one another by sharing the best ideas on how to use hhschools software to save time and help grow your business.



[Join today!](#)



new color block portrait program

Be Bold. Be Bright. Be You!

Do you struggle to set yourself apart from the same old school program presented year after year? We, at H&H, want to help. We've made it easy for you to offer a program as unique as you. Take a fresh new look at spring portraits. The new Color Block portrait program allows you to take one pose, one knockout, and get two great looks. This green screen program has been tailored to compliment playful expressions with bold background colors. Are you struggling with online engagement? The Color Block program can help with it's exclusive online-only packages and background offers. Everything has been planned and outlined for you. We've prepared the lighting, backgrounds, products, and even the marketing materials for you. Your competition will not be able to even come close!

[More Info](#)

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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!

Professional Photographers of Nebraska

February 7-9, 2020
Grand Island, Nebraska

[View Event Website](#)

Come see us in Nebraska! Nebraska's Annual Conference includes a State Print print competition, a weekend of Mardi Gradi themed events, tradeshow filled with vendors, National speakers with topics including photoshop, pet portraits, commercial, film, black & white, landscape, business networking and more! H&H will have some new products for you to touch and feel, plus our own Terry Tuggle to visit and network with!

Kansas PPA Winter Shutter Expo

February 21-23, 2020
Manhattan, Kansas

[View Event Website](#)

Join us for three days of fantastic speakers, hands-on programs, print competition, fellowship, hospitality, and awards banquet! Come see some of our beautiful new product collections from H&H!

SYNC

February 21-24, 2020
Destin, Florida

[View Event Website](#)

SYNC 2020 is the premier portrait, HS senior and youth photography conference in the USA. It is jammed pack with some of the best presenters in our industry and friendly photographers who are willing to sit with you, learn with you and grow with you.

Register now for this conference - it is definitely one you don't want to miss!

We are honored to be sponsoring:

KEYNOTE BY JEFF HENDERSON
SYNC Opening Night
A Better Way to Build Your Business
Friday, February 21, 2020 6:15pm

[View Keynote Info](#)

You are invited to join us for a dynamic keynote presentation by Jeff Henderson, author of the book, *FOR - A Growth Strategy for Work And Even Better Strategy for Life*. Jeff Henderson is an entrepreneur, author, and business leader. He was recently named by Forbes Magazine as one of the twenty speakers you shouldn't miss.

Dorie Howell and Rachael Boer
IPS Mastermind
PROGRAM: From the Practice Room to the Sales Room

[View Program Info](#)

In this engaging program, Rachael and Dorie share how their experiences as professional musicians have translated into their careers as successful photographers. You'll learn about mindset tricks that are used by the top 1% of musicians and other performers at schools like Juilliard and on stages across the world, and how they can benefit photographers in the sales room. The lessons learned in the practice room, such as mental preparedness, tenacity, persistence, and confidence translate beautifully for photographers who want to grow their businesses and achieve consistently higher sales.

Michael and Melia Winslett
Michael&Melia Seniors

[View Program Info](#)

Carrollton, GA
Featured Photographers during the SYNC Senior Photo Shoot
Worship Leaders during the Faith and Worship service

Known for their distinct use of studio strobes on location and vivid, three-dimensional images, Michael and Melia helped demystify on-location lighting in their two Jumpstart classes at SYNC 2019, where they fell in love with the SYNC family! Michael's extensive background in the film industry has influenced their dramatic-leaning shooting style and passion for achieving the desired lighting looks in-camera. They understand that using studio lighting on location can be challenging, often distracting you from genuine interactions with your senior, which can leave your senior tense and timid.

Click Away

March 6-8 2020
Atlanta, Georgia

[View Event Website](#)

Action-oriented learning is at the heart of Click Away classes, which means you'll be more than inspired - you'll come away with the exact strategies, methods, and tools you need to transform your work and your business. H&H is thrilled to be attending Click Away this year! This is a new one for us, and we are excited to share our favorite, new cutting edge album products at the show! We will have a table in the Marketplace plus a fabulous promotion! Don't miss out.

MOPPA

March 14-16, 2020
Independence, Missouri

[View Event Website](#)

We are honored to sponsor Darty Hines, President of SYNC, who will be delivering the keynote at MOPPA this year! Join Darty as he explores what makes you unique in your business and how you can use those qualities to stand out as a unique leader in the photography industry, on social media, and also in your personal life.

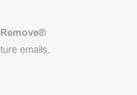
Photoblast - Ohio PPA

March 15-16, 2020
Dublin, Ohio

[View Event Website](#)

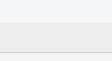
Come join us at Photoblast 2020! Our very own, Shawn Cantrell, will be speaking at this event on the topic of Volume photography. You will not want to miss it - plus get a sneak peak at all the new products coming soon!

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