

**APOLLO IMAGIZING PROPHOTO CREATIONS**

The new line of products from Apollo Photo Imagizing ([www.apollo-imagizing.com](http://www.apollo-imagizing.com)) proves this company is not just another 8x10 lab. The lab does produce prints of the usual size, but it's backed by the belief that the images we professional photographers create should be displayed not only on walls, desks and album pages, they should also be carried in purses, taken to school, flashed at work and shown off at special events.

The lab's new line, ProPhotoCreations, includes items that might be a bit gimmicky, but just might add to your bottom line. At \$50, the large SkinnyStiltz (about 5 inches wide x 56 inches long) has slots for 12 images, or 11 images plus your studio logo. Like the smaller SkinnyStiltz (2.5x30 inches at \$30), it has a laminated matte finish and comes with a clip hanger. Another favorite is Rocklts.

These vertical banners can be printed on silky satin or double-laminated on photo paper. With included clips top and bottom and a decorative cord, Rocklts range from \$45 to \$160, in sizes from 12x30 to 24x60 inches. LockerDates measure 8x30 inches and come with magnets on the back. There's room for one image at the top, space for text at top and bottom, and a 12-month academic calendar. All three should be a huge success in your senior line.

Another product in this lineup is the 2.5x3.5-inch Mini-Me, a mini version of MeNotes (8.5x11 or 5.5x8.5. inches). These are spiral bound notebooks with lined paper bearing identical custom images on the front and back.

The line's PetitePortfolios, also known as Better Brag Book, can be great marketing tools, and at 6x6 or 4x4 inches, can be tucked into just about anything. They are bound with coil and ribbon, and placed in a vellum envelope. The 10-page books sell for \$22.50 and \$13.50, respectively. (This product is not unique to Apollo.)

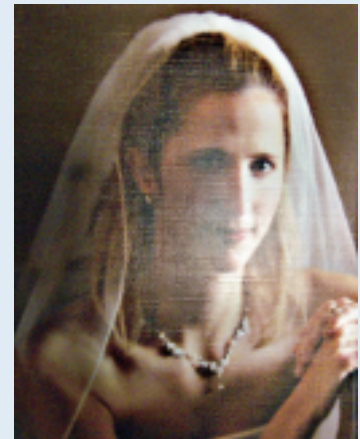
Apollo Photo Imagizing will do color correcting for you, or accept your color-corrected image files. All Apollo Photo Imagizing products can be ordered online through an ROES system; some can also be ordered through LabPrints, ProShots, LightSpeed, or on CD via mail or walk-in. Call 800-747-7371 or sign up for an account at [www.apollo-imagizing.com](http://www.apollo-imagizing.com).



**MERIT-TEX PHOTO TEXTURIZING**

To thwart customers who might illegally scan prints and make their own copies, Merit-Tex ([www.merit-tex.com](http://www.merit-tex.com)) comes to the rescue with a print texturing system. Merit-Tex Co-owner Vicki Mack says, "Most people don't realize that they are breaking the law when they scan their child's high school portrait to share with relatives, and if they do they don't consider it a big deal. But it is a big deal to the photographer who should be paid for the reprinted images. That's why we want to help through the PROLAB 6000."

Introduced at PMA 2006, PROLAB 6000 is designed to place a texture on your prints without wrinkling them. For \$4,750, you could buy one of these 350-pound machines for your studio; it will take up about 3x2 feet of space. Or you could send your prints to Merit-Tex for texturizing, at prices ranging from \$20 for four 8x10s to \$35 for one 30x40. There are 14 texturing plates to choose from. A number of labs around the country also have PROLAB service for your prints. Burrell Color Labs ([www.burrellprolabs.com](http://www.burrellprolabs.com)), Pro Color Lab West Imaging ([www.pclwest.com](http://www.pclwest.com)) and United Promotions ([www.upilab.com](http://www.upilab.com)) are just three of these labs. Call Merit-Tex at 310-277-0827 or visit [www.merit-tex.com](http://www.merit-tex.com) for more info.



**NRD STATIC NEUTRALIZING BRUSH**

NRD Simply Neutral ([www.nrdinc.com](http://www.nrdinc.com)) makes static neutralizing brushes for cleaning lint and dust from electronic media, camera lenses, framing materials, and more. Staticmaster brushes remove the static electricity that makes those pesky little dust bunnies cling to surfaces. Excellent for studios that do in-house framing. NRD makes two brushes for photographers: a 3-inch brush (3C500) for \$36.50 and a 1-inch brush (1C200) for \$22. Call 800-525-8076.



*Linsley owns Image Angels, in Lake Tahoe, Calif. She has been photographing weddings and doing portraits for 18 years.*