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Felix Schoeller's E-Photo Lustre Paper Officially Goes on Sale in China

Under a push from Photo Imaging News, the E-Photo "Lustre" paper specifically developed by Felix Schoeller Imaging of Germany for HP Indigo digital presses has already officially gone on sale in China in early September. For the moment, there are four companies that have begun using this new paper.

Some businesses have tasted their "first bowl of soup"

One of these companies told us that though the retail prices of photobooks using the E-Photo "Lustre" papers are more than double those using ordinary art papers, sales are still better than expected. The first copy of "Lustre" photobook was ordered on the third day after this product was introduced online. They asked every photobook buyer for feedback, and all of the respondents were highly satisfied with the quality of the "Lustre" photobook. Although this company is still in the exploratory stage of promoting and using the E-Photo-Lustre-paper-based photobooks, more and more customers are coming to inquire about this product, making them feel very excited. They are planning to launch a special marketing and promotion campaign specifically designed for "Lustre" photobooks using this new paper.

When asked why they are so "bold" to sell such expensive photobooks, the company replied that the Chinese market is so enormous that not all consumers prefer a lower price over quality, and there must be some customers who are willing to pay more to buy products with higher quality. Moreover, during the recent period of time, with the increasing customer acceptance of photobooks, they have, on many occasions, received inquiries from customers about whether they can offer higher-end products, making them more confident in their own judgment about the market. For this reason, when Photo Imaging News recommended this new photo paper to them, they responded with a high degree of attention and full coordination.

Tips and tricks for using the E-Photo "Lustre" paper

According to the tests conducted by this magazine (please refer to the 2010 April issue of PIN-AE for more information), aside from being used on Indigo presses, the E-Photo "Lustre" paper is also compatible with Canon digital presses. In order to obtain the best printing results, however, either Indigo presses or Canon presses must be configured in advance when it comes to using this paper (note: the use of the E-Photo "Lustre" paper will not cause any harm to the machine, and setting up the machine is only to achieve the optimum color effects). Hence, clients who intend to buy this paper can contact us at PIN-AE for more detailed information about prices and related technical support services.

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