

product information guide



 **artleather**
the world's finest albums and folios

www.artleather.com

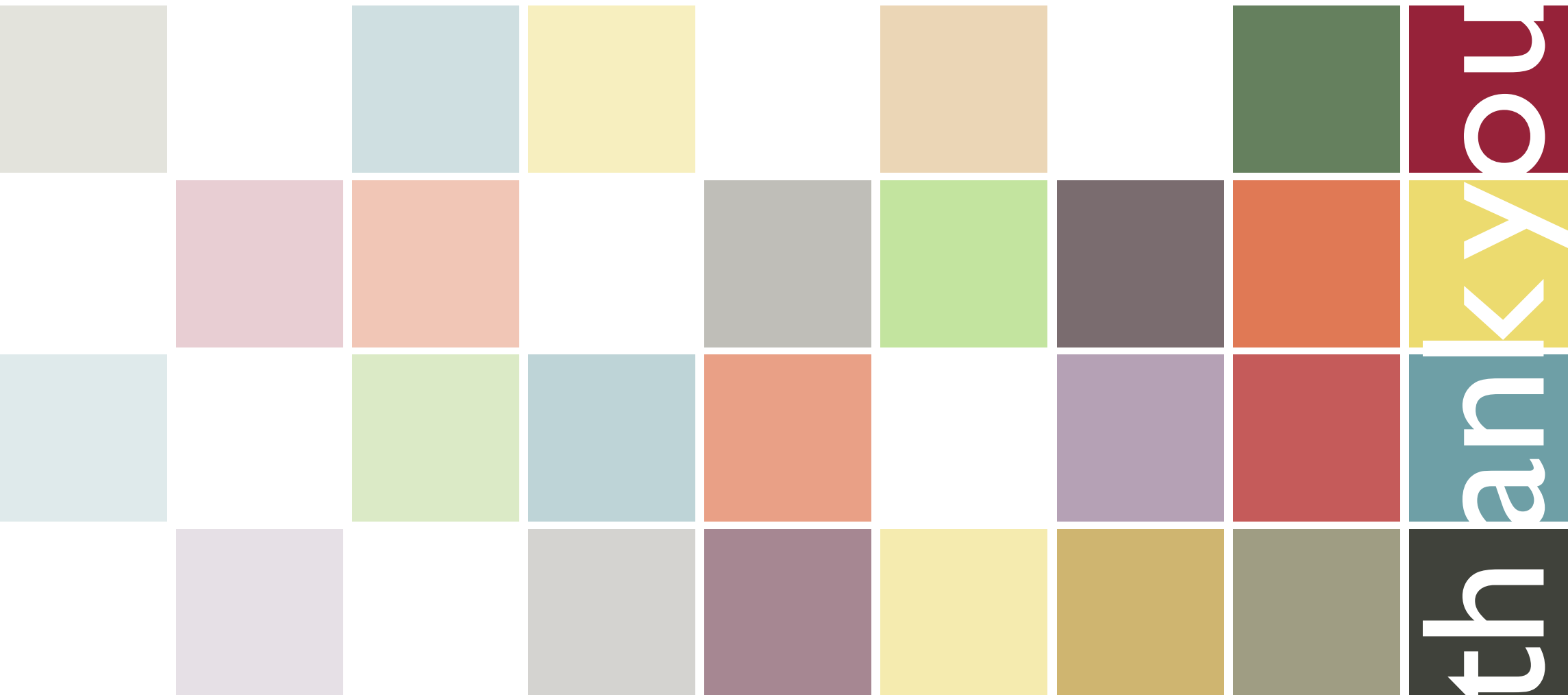
artleather

the world's finest albums and folios

Welcome to

artleather

the world's finest albums and folios



Dear Photographer,

Thank you for your recent inquiry into Art Leather. Today, the reasons to specify Art Leather products are greater than ever. Our industry leading range of choices, styles and price points make Art Leather the only album and folio supplier you will ever need.

Since 1947, Art Leather has been the world's leading manufacturer of photo albums and folios. More importantly, Art Leather is truly your partner in the wedding, portrait and event photography business. We are proud to offer the most comprehensive range of services and products which will help you grow the most profitable business possible.

On the following pages you will discover a sampling of the wide range of products available to you and the world's leading photographers. Additional information can also be found on the enclosed CD and by visiting our website at www.artleather.com. Not only will you discover an incredible resource to our products but if you register your business with us, you will qualify for a valuable new client incentive package.

Once again, thank you for your interest in Art Leather and we look forward to doing business with you soon.

Art Leather

Everything for your images

Create an heirloom for your clients. Create an heirloom for your images.

because your image is everything

THE FIVE MOST IMPORTANT QUESTIONS

TO ASK WHEN SELECTING AN ALBUM PARTNER

1 Will the album manufacturer be my long term partner?
When choosing an album supplier, make sure the company has a long held reputation and a commitment to the industry. Art Leather has been the industry leader since 1947 and has continuously led the industry in innovation ever since.

Every album, book and magazine we create is hand-made with the finest materials and workmanship available.

2 Will the album manufacturer deliver consistent quality?
Many album suppliers outsource their manufacturing resulting in inconsistent quality and delivery. At Art Leather, we manufacture our own products in our own plants. Our Tijuana, Mexico plant opened in 2003 and is the most modern album manufacturing facility in the world.

3 Does the album manufacturer offer a full range of products?
Many album suppliers offer a small range of products or occupy a particular niche. Art Leather has the most comprehensive range of products in the industry. We offer albums in, literally, hundreds of possible combinations. We are sure to have a style, color, size and price point to meet virtually any of your requirements.

4 Does the album manufacturer offer a full range of services?
We don't need to tell you how much the photography industry has changed over the past few years. You must demand that your album supplier stays at the forefront. Art Leather, the industry innovator, has met that challenge. We offer a full range of services from traditional mounting to our own state-of-the-art, online, digital design, print and bind service.

5 Does the album manufacturer cherish your business?
Let's face it, anyone can sell you an album. However, will they be committed to you and our industry, as a valuable partner? At Art Leather, we treat every customer as a cherished partner. The album industry is our only business and our photographer partners are our lifeblood. We will never forget this.

Weddings

for bride & mother



products to try:

cache
montage art book
montage art magazine

futura bound
elan
seldex

Deliver Art Leather
Make sure you deliver Art Leather

The wedding album is the single most important keepsake your bride will have. Bring her wedding memories to life with the best possible presentations. Why not try an Art Leather album, book or magazine.

Art Leather has just what you are looking for with a product to fit every bride's taste, style or trend. With more styles and options than any other company, Art Leather can please every bride, every time. If your desire is to compromise nothing to deliver the best photography, then deliver Art Leather.

caché

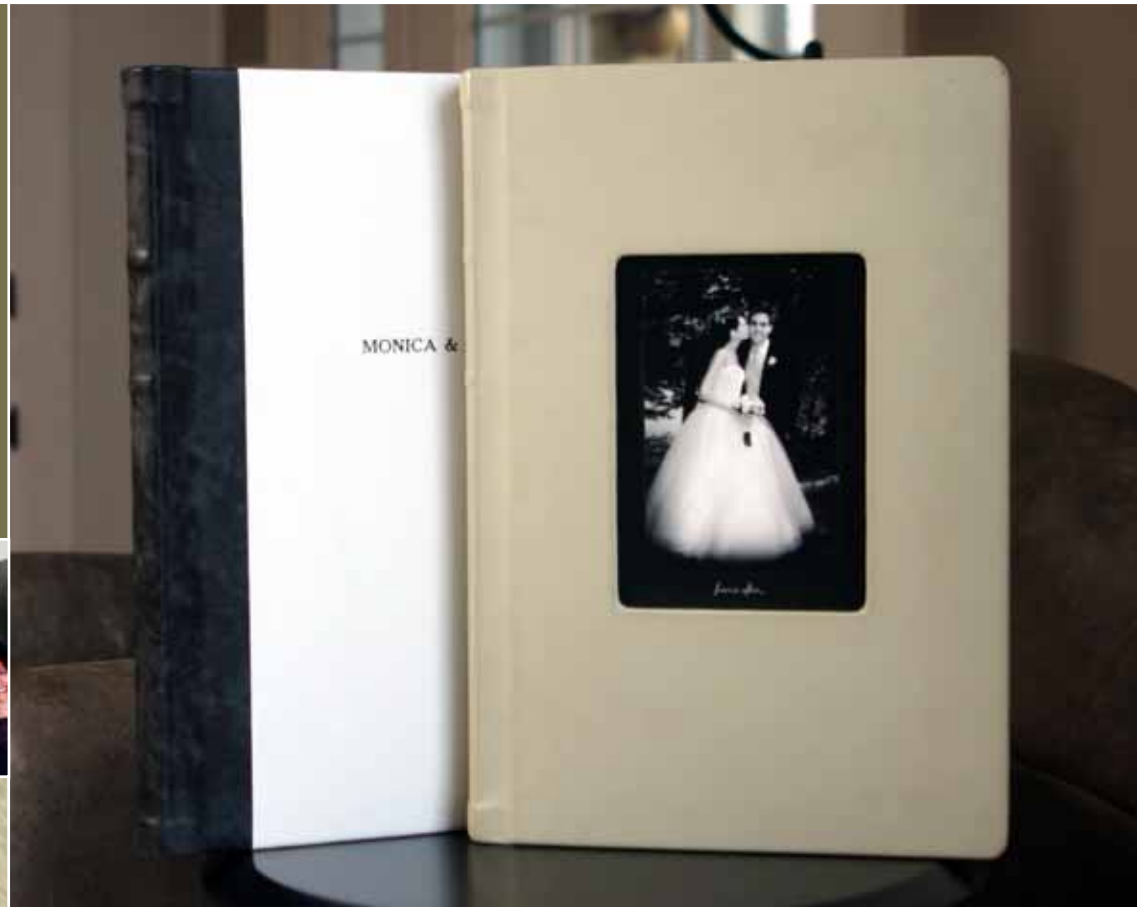
All the style, all the quality and all the features

flush mount album

The Caché features the exceptional quality of a solid spine and hinge-less binding. It's designed with a modern look and made to last a lifetime.

Caché is the right choice when quality, durability and price are all considerations. Use digital designs or traditional prints. Either way the Caché will please both you and your most discriminating client.

We invite you to compare Caché to any flush mount album. Then ask yourself, why pay more?



Exceptional quality
EVERYTHING you expect in a custom bound flush mount album **EXCEPT** the high price.

flush mount album

elan

The best of traditional with a modern twist

Contemporary, versatile
features you need, at a price you can afford



*wrap around cover option shown

Elan brings you the best of a traditional album with a modern twist. This traditional matted reversible bound album delivers the features that you need at a price you can afford.

Like all bound albums, Elan features hingeless binding, contemporary colors, sizes to match your every need and a spine that will stand the test of time.



montage art book

flush mount album

The photographer's choice for unlimited creativity.

The Montage Art Book is a photographer favorite. It provides our most contemporary look for the most progressive bride and features today's hottest trends like metal and photo covers. This true coffee table styled book also offers our most fashion forward options.

Designed to be virtually seamless, the Montage Art Book is perfect for digital spreads and displays the most complex designs perfectly. Thinner pages allow bigger books to remain sleek and manageable.



Showcase
the ultimate showcase
for your digital images

flush mount album

art magazine

Our most contemporary product to date.

Consider this our sexiest look yet! Very thin pages (made completely from photographic prints) and a full photo wrap cover, the Art Magazine is limited only by your imagination.

Create the exact look you want with a photo wrap cover or opt for the thin page styling joined with a standard cover. The choice is yours. Either way, you will deliver a style that will appeal to contemporary brides everywhere.



Contemporary
DEFINITELY NOT
your standard wedding album

urbane

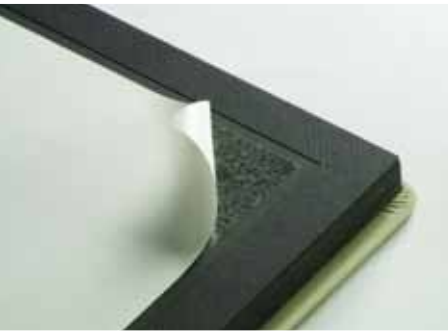
An Art Leather exclusive.

self mount album

mVue line

mVue album

Uptown aesthetics in a matted album.



all new style
Now available in a slip-in version.



An Art Leather exclusive, the Urbane adds the elegance of a refined art paper mat yet perfectly showcases either digital composite or traditional images. This top of the line product offers different styles and options to meet every photographer's needs.

The Urbane mats add a level of sophistication while also providing additional protection for the photographic prints. On the self-mount version, the prints are attractively framed by an inset within the mat. The slip in version offers the ultimate in flexibility and convenience.

Transcend time
an album meant for artists



Combine authentic mat board with the convenience of self adhesive styling and you have the mVue album. Highlight the aesthetic beauty of well crafted, individual images by harmoniously framing them with a classic mat, in an album that will transcend time with elegance.

This album is perfect for the cultured bride who wants her album to be a dramatic pictorial display of her images.

The mVue album is also offered in a full range of cover materials and unique mat options.

seldex

Australia's most respected album manufacturer

seldex artistic albums

matted album

futura bound

The album you've always loved just got better

Art Leather brings you an incomparable line of albums similar to those featured in cutting edge home decor magazines and at premier photographic trade shows. These remarkable books have been winning accolades from customers and professional photographers alike.

The Seldex Series offers world-class art book presentation, incorporating unusual and distinctive mat options and custom covers for a tactile and visual richness that goes beyond anything you've ever experienced in an album. True coffee table books and works of art unto themselves, Seldex albums are available in an assortment of exquisite covers including top grain leather, wood veneers and modern metals.



Distinctive, rich, exquisite
cutting edge albums

Updated, modern look
The album that has led the industry gets an updated, modern look



Art Leather has kept the best of the Futura line and added a few new twists. The Futura Bound features a beautifully finished library bound spine and perfectly aligned inserts with no gutter.

We've added cover options designed to take your business and your brides to the next level with great new looks and materials. Choose from over 30 leather options as well as our Aristohyde colors. Try a two-tone look by mixing and matching for a stunning unique presentation.

The Futura Bound uses all of the same materials as our other Futura albums so you can design the perfect look for every customer. Truly, the most options of any album.

Portraits

Children Family
Engagements
Seniors Maternity



products to try:

iMount
iMount Deluxe
Urbane

Image Box
Foto Fun Books
Seldex Gallery

Deliver Art Leather
Deliver more than the rest to your clients

For presentations worthy of the finest photographic images, Art Leather offers a wide selection of unique products that will add elegance and sophistication to your client's portraits.

The beauty of the images you capture can become the basis of a personal story. Art Leather can help you keep customers for life with albums specially designed for everything from newborns to high school graduation and beyond.

iMount

Simply the best!

self mount albums

iMount Books' self-adhesive pages give you the look and style of a coffee table book at a fraction of the price. Perfect for children, seniors, engagements, parent books and low cost wedding albums, the iMount is at home with every photographer.

iMount Books are sold in cost saving packs of five from Art Leather, and are available individually from many fine professional labs. Go to www.artleather.com for a listing of our partner labs.

Easy to assemble for you, and easy to afford for your client, iMount books make every occasion you photograph a best selling event!

iMount is the original self mount book and is licensed by John Garner of Bookcrafts in Australia.



The smart choice
Great quality with the most options available, iMount Books are the smart choice.



iMount deluxe

self mount albums

The popular iMount takes on a whole new personality



You get all the sizes and features of the standard iMount with the added luxury of Chaparral Leather. Try one of the Fashion colors for a HOT trendy book that is sure to please your clients.

Then personalize the iMount Deluxe with cover titles or custom imprinting. Add tissue wrap and a gift box and the iMount Deluxe is ready to add profits to your photography. Unlimited uses for every occasion or portrait session, order iMount Deluxe books as you need them one at a time. Get what you want, when you need it.

Custom
Get what you want,
when you need it

image box

A fine art presentation for your very best images

mVue line

seldex artistic albums

seldex gallery

Perfect for portraits

The Image Box is a beautifully finished display piece designed to hold images that deserve to be spotlighted as individually matted portraits. Display on a coffee table or add an easel and showcase a select image, an Image Box collection of prints is truly a work of art.

The Image Box is perfect for parents with Watch Me Grow plans for their children. It can hold a treasure of favorite images in addition to a wall portrait for your family sessions and works great as a guest book for engaged couples. This can also be made into the most sophisticated vendor presentation you will ever find.

When you want to treat your images as art, the Image Box is THE creative solution.

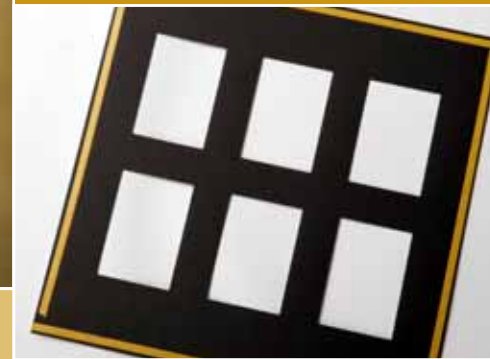


Different
For when you want something special



Seldex Gallery albums are a perfect presentation idea for parent albums, senior albums or child and family albums. Inexpensive, they are manufactured to compliment our range of contemporary products. Gallery albums are square allowing the mats to be adhered either vertically or horizontally. These albums arrive in a black linen presentation box.

Imported from Australia.



Horizontal or vertical
unique square presentation for versatility

Gifts

Holiday Announcements
Just Because

Mother's Day
Everyday



products to try

iMount Folios
iMount Concertinas

mVues
Miniature albums

Deliver Art Leather
Deliver the perfect gift

Gifts are an excellent opportunity to maximize your profit. Create gift options for all of your client packages that include both prints and presentations and watch your clients spend more.

Make it simple for your clients to give the gift that only they can give while preserving their memories for a lifetime. Choose one of the many stylish gift option add-ons available from Art Leather and make every occasion a gift occasion.

iMount folios

self mount folios

Turn every image into a treasured keepsake

iMount concertinas

More images, less space

Deliver your images with style
Deliver your images with style when you wrap them in an iMount Folio



Turn every image into a treasured keepsake when you add iMount Folios. Create instant gifts your clients will love, and deliver your images with style.

Easy to use, self-adhesive mounting gives your images a fabulous finished look that you do yourself for a very low cost. Available in 12 designer colors, including 3 silks, iMount folios are showcase products you won't find anywhere else but Art Leather.



Big impact from a product that shows off multiple images but folds to travel everywhere. The iMount Concertina is perfect for your clients' favorite preview size images. Self adhesive for a high end flush mount look and made to please every budget.



Perfect for previews
folds for travel

mVue folder

A creative new image presentation

mVue line

various collections

mini albums

Mini albums - huge impact

mVues are perfect for gift and portrait packaging. The cases are made from our new upscale Luminescence fabric, featuring a slight shimmer and available in today's hot colors.

mVue mats are self-adhesive. Choose either black bevel with a white core or white mats made of rag material with a rich subtle texture. Mix the mat configurations to create what your client wants. Low cost and low minimums make it easy to offer a variety of colors and mats options.



Low cost, low minimums, endless variety
Let your images shine



Albums that travel with your client are good for your business. Brides, moms and seniors love the tiny treasures that show off their images while showcasing your photography.

The possibilities with our mini albums are endless. Try our iMounts in sizes as small as 2x3 and 3x3 or the Euro Mini that can hold six 2x2 prints. Add a 4x6 or 5x5 album with a selection of preview images to your portrait packages. Leave Mini albums with ten 8x8 images with your favorite vendors. Use albums for your senior reps. Give the grandparents a Euro Mini 77. Add the Demi Book to every wedding package as a booking incentive.

Let your imagination run wild and watch your clients' reactions. They will love the little books. Just watch what mini albums can do to help you grow your business.

Tiny treasures
Albums that travel...

Cover options



Deliver Art Leather
Deliver with confidence

Art Leather albums, books and magazines are available in colors and styles to match every client's taste. Beautiful leathers, elegant suedes, exotic trims, metals and photo covers, are all available in today's hottest colors and trends or in tried and true traditional choices. Add a bit of spice to any album by adding a wrap-around cover, a two-tone look, a raised frame, an image cut-out or with custom imprinting. Art Leather is known for quality materials that last a lifetime.

Good for your business



services

Montage Provision
Design, Print & Bind

Art Leather delivers
Delivering the products & marketing know how

Helping you be more successful in your business has always been an Art Leather priority. With new Art Leather products and programs we can help you do business better and in less time, freeing you up to concentrate on what your client's need.

Art Leather also offers extensive sponsorships that continue to bring outstanding educational programs to both new and established photographers. We continually support various organizations that work to further the profession of photography. For over 50 years, Art Leather has truly been the photographer's partner.

montage provision®

do-it-yourself services

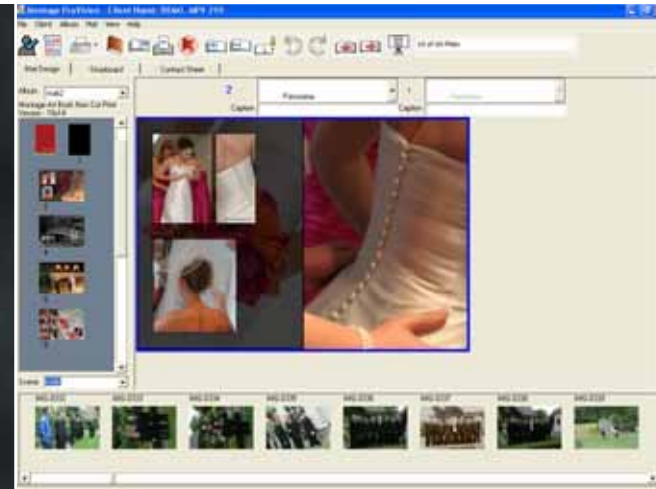
Digital workflow... EVOLVED

automated album design

Increased sales potential

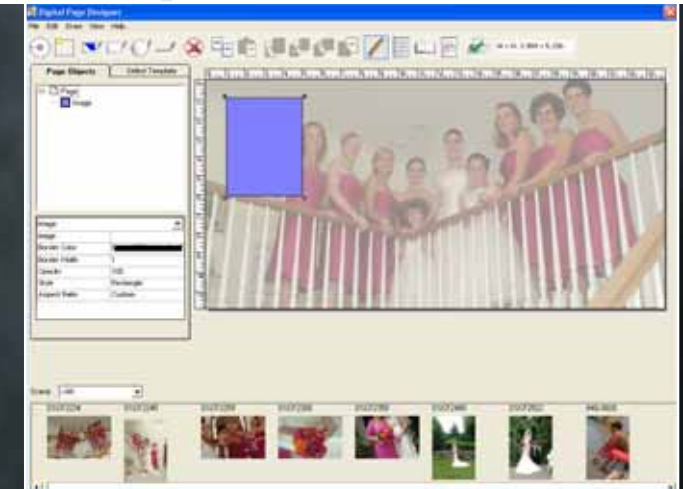
Digital post production

Montage ProVision® by Art Leather is the most comprehensive and automated album design production and image marketing system ever developed. It has been designed from the ground up to maximize every advantage of the digital workflow - whether you shoot digital or film - opening up an exciting new dimension in post-shoot creative opportunity, production efficiency and dramatically increased core and satellite sales potential. The ProVision® System is built around the latest evolution of our proven Montage® software featuring an expanded, more flexible suite of easier-to-use tools. It also provides seamless interface with Art Leather's order and production facilities, lab network and proprietary, on-line, image-marketing environments.



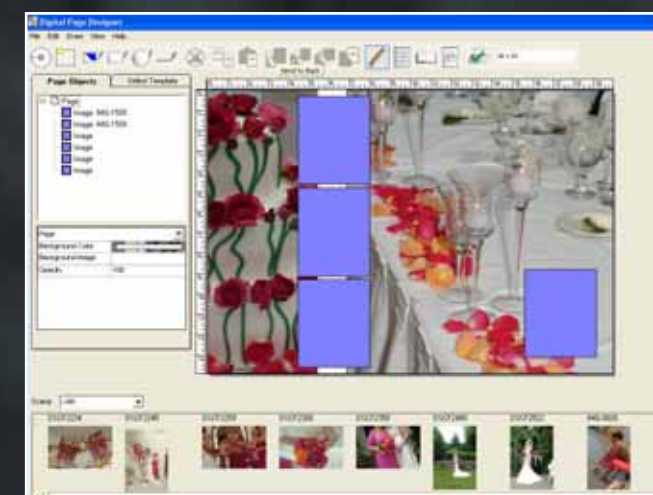
ProVision®'s expanded album design capabilities allow you to:

- View contact sheets, compare and edit images on screen faster and more efficiently than ever before possible
- Drag-and-drop, crop and rotate automatically resizing images into any of Art Leather's full line of album mat overlays
- Display complete album storyboards with album cover, all images, mat overlays and design effects in place



TOTAL CREATIVE CONTROL

The Montage ProVision® System features a greatly expanded design tool that goes well beyond the basic drag-and-drop functions offered by other digital post-production systems, yet it is so simple to use, it requires only the most basic computer skills. This expanded capability was developed specifically to compliment the complete line of Art Leather flush mount album solutions. With their unlimited opportunities for freestyle creative expression, these beautiful albums have become the choice of progressive photographers and contemporary brides everywhere.



- Quickly and easily produce freestyle, multi-image, page and spread layouts for all Art Leather flush mount album products and other best-selling Art Leather albums
- Create a wide range of exciting background, border, and image-enhancing digital effects that are a big hit with today's brides!
- Montage ProVision® software is compatible with Windows 95 or higher.

design, print & bind

Let Art Leather design, print & bind your albums.

full service

seasoned graphic designers

never from templates

Take back your life

Deliver your clients the hottest digital albums with expert designs. It's easy, cost effective and the quality will beat your expectations.

This custom album design service is the perfect match for Caché, Montage Art Book and the Montage Art Magazine. Art Leather's seasoned graphic designers create exciting, custom album designs – never from templates – to your exact specifications, at a price you will love. Every step of the process is supported with excellent customer service, serious attention to detail and the quality that Art Leather is known for.



This is your opportunity to be on the cutting edge, to set yourself apart from the crowd and to give your clients a fabulous album that both of you will be proud of – without all the headaches. If digital albums have you overwhelmed and overworked then call in the professionals.

Whether you are new to digital albums or a veteran, Art Leather's Design, Print & Bind service is sure to please. So...take back your life, get out from behind the computer and leave the work to us. We can handle it.



Overworked and overwhelmed? Call in Art Leather's Professionals

Let's get started...

It's easy!

Art Leather has what you need...presentation, quality, style and price.

Here is all the information you need to get started making all the products in this booklet a part of your business.

First **Visit our web site, www.artleather.com, and register with us.** This way you will have access to our most up-to-date and complete product information and pricing. It's easy - a few simple questions and you will be on your way.

Second **Contact your local Art Leather sales representative.** This is the best way to learn, first-hand, about all the products that interest you. Your representative can help you match the right products to your business needs and has the marketing know how to help you sell them. Visit www.artleather.com and click on our "Find A Rep" section to find the rep for your area.

Third **Know where to go to get the information you need.** Here is a list to get you started.

CALL US at 1.888.252.5286.

A helpful Customer Care representative is available from 9:00 AM to 5:45 PM EST, Monday - Friday, except holidays.

EMAIL US at customer care@artleather.com.

CONTACT TECH SUPPORT at 1.888.788.2000 for assistance with on-line ordering or Montage ProVision® software, tech support is available from 10:00 AM to 6:00 PM EST, Monday - Friday, except holidays. Email them at montagetek@artleather.com

PLACE AN ORDER

To place your first order as a new customer please call Customer Care at 1.888.252.5286 or contact your sales representative. Existing customers can use our convenient online shopping cart 24/7 to make most ordering fast and easy. We also offer ordering software called Orderease, and downloadable order forms from our web site, www.artleather.com, click on "ordering" for more information.

DESIGN SERVICES

To use our Design, Print and Bind services, please email dpbinfo@artleather.com.

Fourth **Let us help you in getting a sample album** to show your prospective clients. We have a generous sample discount program, just ask us!

Fifth **DO IT NOW...and SAVE 10 to 50% or more!** The products are great, the quality is unsurpassed, the price is right and Art Leather has what you need. Just pick up the phone or visit our web site, mention this booklet and we will send you a certificate for **10% off of your first order** (including sample albums already discounted up to 50%).

... Save 10 to 50% or more!

So...what are you waiting for?

Come on.....it's easy!

Let us show you how Art Leather can boost your business.

Contact us TODAY!

We will deliver for you.