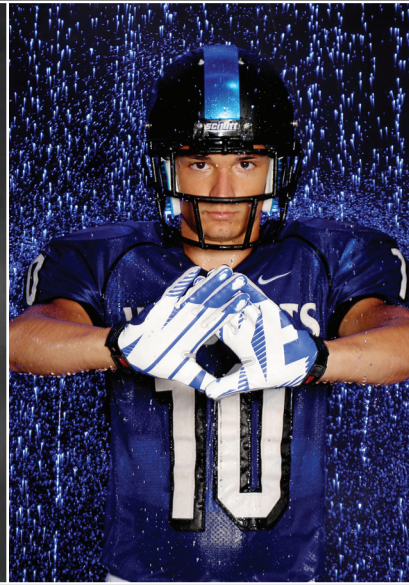


SCHOOLS · SPORTS · SENIORS · DANCE



**R**ichmond  
Professional Lab · since 1938

# PROGRAMS & WORKFLOWS GUIDE



# Richmond

Professional Lab - since 1938

## **WELCOME TO RICHMOND PRO LAB**

Richmond Pro Lab, a family-owned business since 1938, has served professional photographers for over 85 years. Founded by Jim Bullard, who was a professional photographer himself, the company is led today by his son Ted and grandson Blake.

Over the years, Richmond Pro Lab has maintained a commitment to quality while evolving with technology and the ever-changing needs of our customers. Our industry-leading production workflow ensures consistent quality and fast in-lab turnaround times. Our print process is carefully monitored to maintain amazing color consistency and a final print product that will last over 100 years.

Richmond Pro Lab keeps prices low so you can maximize your profits. Efficiency is the focus of every aspect of our lab, which allows us to provide you with the highest quality product at the lowest price.

## **UNBEATABLE VOLUME SOLUTIONS**

Richmond Pro Lab has comprehensive programs for schools, sports, dance, and seniors to cover all your needs. We offer the following experienced and reliable solutions: powerful software with extensive training and support; exceptional products at competitive prices; incredibly fast in-lab turnaround times; free templates and marketing materials, and much more. Let us help improve your workflow so you can grow your business.

# TABLE OF CONTENTS

**4-5** Workflow Software & Online Proofing & Sales

## **6 SCHOOLS**

**7** School Program Overview

**8-9** School Products, Services & Packaging

**10** School Pre-Pay & Proof Envelopes

**11** School Service Items & Composites

**12** Popular School Specialty Items

**13** School Templates & Design Services

## **14 SPORTS**

**15** Sports Program Overview

**16-17** Sports Products, Services & Packaging

**18** Sports Pre-Pay Envelopes

**19** Popular Sports Specialty Items

**20-21** Sports Templates & Design Services

## **22 DANCE**

**23** Dance Program Overview

**24-25** Dance Products, Services & Packaging

**26** Popular Dance Specialty Items

**27** Dance Templates & Design Services

## **28 SENIORS**

**29** Senior Program Overview

**30-31** Senior Products, Services & Packaging

**32** Senior Proofing Options

**33** Best-Selling Senior Products

**34** Popular Senior Specialty Items

**35** Senior Templates & Design Services

**36-37** Marketing & Sales Resources

Cover Images Courtesy of (from left to right):

Top Row: TPS Photography, Jones Photography, Jessica Robertson Photographic Artistry, Adrian Henson Photography.

Bottom Row: East Coast Capture, TPS Photography, Adrian Henson Photography, Entertainment Photography Specialists.

# WORKFLOW SOFTWARE & ONLINE PROOFING & SALES

We offer several different software solutions to streamline your workflow. We provide unsurpassed customer service and technical support to help you along the way. With tutorial guides and videos, one-on-one remote training sessions, and an online help center, our dedicated team of experts is always here for you.

## captura

### CAPTURA

**Recommended for: Schools, Sports, Dance, Seniors**

Captura is building the future of high volume photography by bringing together the products and people from ImageQuix, PhotoLynx, Fotomerchant, Simplephoto, and Skylab.

- ▶ End-to-end solution to manage your jobs every step of the way, from capture to proof to sales.
- ▶ Capture photos using your existing workflows and make them stand out with cutting-edge AI image processing that tunes to your style and preferences.
- ▶ Sell more to parents with a mobile-first shopping cart and targeted marketing campaigns.

## GotPhoto

### GOTPHOTO

**Recommended for: Schools, Seniors, Dance, Sports**

GotPhoto's platform provides options to help you save time by managing your workflow and sales all from one place.

- ▶ Options for capture with QR codes
- ▶ Automated creation of individual password protected galleries for online proofing
- ▶ Fantastic support and marketing options to help boost your sales
- ▶ Automated SMS and email marketing
- ▶ Integrated green screen functionality

## PhotoDay®

### PHOTODAY

**Recommended for: Sports, Schools, Dance, Seniors/Graduations**

PhotoDay is an all-in-one e-commerce marketplace, workflow software, and online gallery solution.

- ▶ Mobile-friendly online galleries and e-commerce storefront
- ▶ PhotoDay handles order processing, sales tax remittance, and data-matching
- ▶ Connect to customers with powerful text and email marketing tools
- ▶ Real-time tracking of orders, sales, customers, and jobs
- ▶ Sell before, during, and long after picture day for continuous revenue
- ▶ Customers see their photos before picking poses and customizing products
- ▶ Direct-to-doorstep delivery and easy tracking for customers

## proofpix

### PROOFPIX

**Recommended for: Sports, Dance, Schools, Seniors**

ProofPix's all-in-one platform offers powerful tools for high-volume photographers.

- ▶ Online proofing/sales galleries with no commissions
- ▶ Options for studio management
- ▶ Online pre-pay event registration forms
- ▶ Improve your capture workflow with their SortMagic app
- ▶ Automated gallery creation and image-sorting
- ▶ Password protected galleries per subject
- ▶ Automated lab fulfillment, self-fulfillment, and digital downloads

## waldopro

### WALDOPRO

**Recommended for: Sports, Schools, Dance, Seniors/Graduations**

WaldoPro combines the most accurate facial recognition with the industry's only numbered jersey recognition and patented mobile copyright protection to help you sell more in less time.

- ▶ Facial and jersey recognition-powered mobile proof delivery
- ▶ Patented copyright protection technology
- ▶ Auto-cropping and exporting for yearbook
- ▶ AI-powered Memory Mate configurator
- ▶ Automated SMS and Email marketing sequences
- ▶ Over 19,000+ ★★★★★ reviews by parents



### ROES EVENTS

**Recommended for: Sports, Dance, Schools**

The Events module in ROES (ROES Events) allows you to build packages and pair images and data in an automated fashion.

- ▶ Streamline your workflow and reduce the time it takes to enter in large volume orders
- ▶ All our template collections for sports, schools, dance, etc. are already built-in
- ▶ We can install custom templates/graphics in ROES just for you
- ▶ ROES Events is free and can be found in our regular version of ROES
- ▶ PC and Mac compatible

### ROES: PACKAGE DIVIDER WORKFLOW

**Recommended for: Dance, Sports**

Don't have a .CSV from the school/league or don't want to enter data into a spreadsheet for your volume orders? You can still create Favorites/packages in ROES and enter subject info (optional) to simplify and speed up your ordering process using our Package Divider workflow. Volume Packaged Prints orders placed using the Package Divider workflow in ROES will get packaged/ labeled individually by subject in paper portrait envelopes.

- ▶ Streamline your workflow and reduce the time it takes to enter in large volume orders
- ▶ All our template collections for sports, schools, dance, etc. are already built-in
- ▶ We can install custom templates/graphics in ROES just for you
- ▶ PC and Mac compatible

### ROES & ROES WEB LITE

**Recommended for: Seniors (and any miscellaneous orders)**

Our ROES software is a great option for placing simpler orders for items like gallery wraps, mounted prints, banners, press printed cards, proof books, etc.

- ▶ ROES contains all our products and services
- ▶ All our graphic templates are built-in, including collections for sports, schools, and dance, and holiday and graduation cards and more
- ▶ Create packages/Favorites for faster ordering
- ▶ ROES is free and PC and Mac compatible

ROES Web Lite is a free, web browser-based version of ROES for quick and easy ordering of some of our most popular products and services. Place orders from any computer, tablet, or smartphone.

### ONLINE HELP CENTER

Our Online Help Center features tons of helpful information and troubleshooting tips for our ordering software and much more. You can search for a specific topic or browse articles. We add new information and resources all the time! Check it out today at

[help.richmondprolab.com](http://help.richmondprolab.com)

### CAPTURELIFE DIGITAL DELIVERY SERVICES

Simplify and enhance your workflow with Capturelife- no more CDs, USB drives, or emailing images to customers! With Capturelife's cutting edge mobile app, you now have the ability to deliver your images right to your customer's smart phone or computer. Best of all, it's directly integrated into our ROES software for a streamlined workflow solution!

**captura**

**PhotoDay**

### ONLINE PROOFING & SALES

Online proofing and sales are an important part of your business. We work with several e-commerce providers including Captura, GotPhoto, PhotoDay, ProofPix, and WaldoPro. These companies offer a variety of features such as online pre-pay, unique gallery passwords per student, green screen background selection, digital downloads, and more. Our team can help choose the best fit for your workflow.



# SCHOOL PROGRAM



**IOP SCHOOL**  
PHOTOGRAPHY

## **COMPREHENSIVE SCHOOL PROGRAM**

School photography requires more than just delivering prints. Our complete school program includes workflow software, a full range of products and services, templates, school service items, and other resources designed to help you succeed.

### **PROGRAM HIGHLIGHTS**

- ▶ The highest quality products and services
- ▶ Incredibly low prices (\$0.89 volume 8x10s; \$0.96 volume 8x10s packaged individually by sitting)
- ▶ Extremely fast and reliable in-lab turnaround times
- ▶ Superior customer service and technical support
- ▶ School service items (ID cards, service strip stickers, student directories, composites, and more)
- ▶ Large variety of specialty items available (magnets, ornaments, funpacks, keychains, and more)



# SCHOOL PRODUCTS, SERVICES & PACKAGING

We're committed to providing you with premium products at affordable prices. View pricing for all our products and services in our Price Guide.

## VOLUME PRINTS

We believe in keeping things simple, so our print prices are all inclusive. We don't charge additional fees for color correction, individual packaging and labeling, or the packaging materials. Unpackaged volume 8x10s are just \$0.89 each, and volume 8x10s packaged and labeled individually by sitting are only \$0.96 each.



## RETOUCHING

We offer a wide range of retouching services, from basic to a la carte options like teeth whitening, glasses glare removal, etc. Custom requests are also available, and all retouching is completed in-house by our team of experts.

## DIGITAL FILE RETURN SERVICES

We offer color correction, retouching, and green screen drop and background replacement pre-print services. Submit your images and we'll return the corrected files back to you digitally, so you'll be able to use them for all your print work orders, online galleries, school service items, etc.

## PRESS FOLDERS



## VOLUME PRINTS & PACKAGING



## SAFETY CARDS

## VOLUME PACKAGING

When you place a volume order through Captura, ROES Events, GotPhoto, or ProofPix, we'll package each sitting individually in paper window envelopes. Each envelope will be labeled with the subject's information (i.e. name, class/teacher, grade, etc.). We can also bundle your orders by class or grade and label each bundle upon request at no additional charge.

Any oversized prints or products that won't fit in the envelopes will also be labeled with the subject's information. Options are also available for adding reorder form inserts/stuffers into each envelope. This makes it very easy to deliver your orders to the school.

## DROP-SHIPPING

Drop-shipping is always available at no additional charge. Ship orders directly to parents individually, or ship an entire order to the school.

## SAFETY CARDS

Add a safety card for each child, customized with their information. Customize these prints with reorder and studio contact info, etc.

## PRESS PRINTED FOLDERS

Our press printed folders can be used in a variety of ways: as diplomas or certificates for graduations and other events, or as marketing brochures, price lists, etc. They're available in 8.5x11 and 5.5x8.5 sizes. Use one of our graphic templates or create your own design.



# SCHOOL PRE-PAY & PROOF ENVELOPES

Our pre-pay and proof envelopes are 8.5x14 with a 6" tear-off pocket. They're available single or double-sided, in color and/or black and white. You can order them in any quantity.

## CHOOSE A DESIGN

We have lots of designs available for schools. You can use them as-is, download them and modify them on your own in Adobe InDesign, or have our designers customize them for you.

## PERSONALIZE YOUR ENVELOPES

Our designers can customize our envelope designs for you using your packages, logos, contact information, etc. Just submit a design request form, select your options, and enter your information.

## DESIGN YOUR OWN

We provide lots of information and resources you can use to design your own envelopes, like guide templates and blank images of our products.

## HAVE A CUSTOM DESIGN MADE

We can also create a totally unique design just for you! Learn more about the design process on our site and submit request form to tell us what you're looking for.

## PROOF ENVELOPES

We also offer proof versions of all our envelopes, which can be customized for any number of poses. We offer a variety of workflow and ordering software options for ordering our proof envelopes.



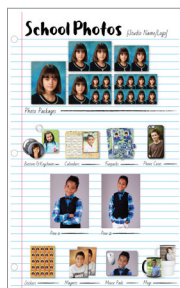
### Customization Examples

- 1 Specify a picture day date or add custom instructions.
- 2 Update the offered packages and pricing.
- 3 Match the colors to your logo or the school colors.
- 4 Show off your work! Use your own images as samples.
- 5 Add your logo and studio information.

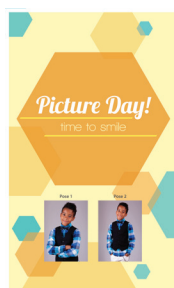
## WE MAKE ORDERING PRE-PAY AND PROOF ENVELOPES EASY!



PENCILS



PAPER



HONEYCOMB



SCHOOL



LEAVES



HANDPRINT



HONEYCOMB

More designs available!

# SCHOOL SERVICE ITEMS & COMPOSITES

We understand that each school has different requirements for their service items. When you order our service items, you'll be able to choose the specific options your school needs.

## COMPOSITES

We can create composites for individual classes or the whole school/group. Use one of our standard layouts, or have our designers create something custom for you.

## YEARBOOK & ADMINISTRATIVE EXPORTS

We're able to produce yearbook and administrative exports in any format your school needs.

## SCHOOL DIRECTORIES

Available in a variety of sizes and formats.

## ID CARDS

Our 2.125x3.375 ID cards are available in PVC or press printed versions. Add-ons include holes punched, clips, lanyards, or wearable badge magnets.

## SERVICE STRIPS

A single-sided, press-printed sheet of 25 1.25x1.75 stickers.



# POPULAR SCHOOL SPECIALTY ITEMS

We offer a huge selection of specialty items; there's something for everyone! Some of our most popular school products include:



GLITTER & ACRYLIC BLOCKS

PHONE SOCKET GRIPS



SNOW GLOBES



HOLIDAY ORNAMENTS



CHORE CHARTS

FUNPACKS



STICKERS

BOOKMARKS



MAGNETS



FRAMED PRINTS



MOUSE PADS

KEYCHAINS



BAG TAGS



DRINKWARE





# SPORTS PROGRAM

tps.  
PHOTOGRAPHY

## **COMPLETE SPORTS PROGRAM**

We offer a comprehensive sports program to help improve your workflow and save you time and money so you can focus on growing your business. We provide software and training, a wide selection of products and services, free templates and graphics, marketing materials, and more.

### **PROGRAM HIGHLIGHTS**

- ▶ Incredibly low prices (\$0.89 volume 8x10s; \$0.96 volume 8x10s packaged individually by sitting)
- ▶ Extremely fast and reliable in-lab turnaround times
- ▶ Extensive software training and technical support
- ▶ Hundreds of free sports templates for prints and products, pre-pay envelopes, and more
- ▶ Huge variety of prints, services, and specialty items (big head cutouts, dog tags, keychains, trading cards, acrylic statues, and more)



# SPORTS PRODUCTS, SERVICES & PACKAGING

We offer the highest quality products and services at the lowest possible prices. View pricing for all our products and services in our Price Guide.

## VOLUME PRINTS

We believe in keeping things simple, so our print prices are all inclusive. We don't charge additional fees for color correction, individual packaging and labeling, or the packaging materials.

Unpackaged volume 8x10s are just \$0.89 each, and volume 8x10s packaged and labeled individually by sitting are only \$0.96 each.



## DIGITAL FILE RETURN SERVICES

We offer color correction, retouching, and green screen drop and background replacement pre-print services. Submit your images and we'll return the corrected files back to you digitally, so you'll be able to use them for all your print work orders, online galleries, school service items, etc.

## VOLUME PACKAGING

When you place a volume order through Captura, ROES Events, GotPhoto, or ProofPix, we'll package each sitting individually in paper window envelopes. Each envelope will be labeled with the subject's information (i.e. name, coach/team, division, etc.). We can also bundle your orders by team or coach and label each bundle upon request at no additional charge.

Any oversized prints or products that won't fit in the envelopes will also be labeled with the subject's information. Options are also available for adding reorder form inserts/stuffers into each envelope. This makes it very easy to deliver your orders to the school or league.



## DROP-SHIPPING

Drop-shipping is always available at no additional charge. Ship orders directly to parents individually, or ship an entire order to the school or league.



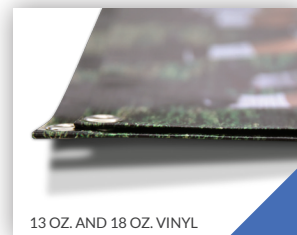
## PACKAGE BOOKS

These modern, magazine-style 8.5x11 books are perfect for sports! Customize the interior and exterior cover pages and choose the print package units you want on each page. Use them as bonus items to sell in addition to your traditional print packages! Sell ad space or promote special offers, reorder info, studio contact info, etc.

## VINYL GROMMET BANNERS



GLOSSY OR MATTE



13 OZ. AND 18 OZ. VINYL



FOLDED AND SEALED EDGES

Our vinyl grommet banners are some of our best-selling products! Banners are available on 13 oz. (Glossy or Matte) and 18 oz. (Matte) vinyl, with folded and sealed edges. They're made of tough, all-weather vinyl, making them weather and waterproof.

# SPORTS PRE-PAY ENVELOPES

Our pre-pay envelopes are 8.5x14 with a 6" tear-off pocket. They're available single or double-sided, in color and/or black and white. You can order them in any quantity. We make ordering pre-pay envelopes easy!

## SHATTERED

### FOOTBALL



### HONEYCOMB



### HEXAGON



### BORDER



### COLLAGE



## Customization Examples

- ① Add logos
  - ② Change Colors
  - ③ Swap products
  - ④ Add information
- & More!

## CHOOSE A DESIGN

We have lots of sports envelope designs available. You can use them as-is, download them and modify them on your own in Adobe InDesign, or have our designers customize them for you.

## PERSONALIZE YOUR ENVELOPES

Our designers can customize our envelope designs for you using your packages, logos, contact information, etc. Just submit a design request form, select your options, and enter your information.

## DESIGN YOUR OWN

We provide lots of information and resources you can use to design your own envelopes, like guide templates and blank images of our products.

## HAVE A CUSTOM DESIGN MADE

We can also create a totally unique design just for you! Learn more about the design process and submit request form to tell us what you're looking for.

# POPULAR SPORTS SPECIALTY ITEMS

Specialty items are huge sellers for sports! Choose from a wide variety of products to boost your sales and keep your customers coming back for more. Some of our most popular sports products include:



LASER-CUT ACRYLIC STATUES, MAGNETS, & MORE!



GLITTER & ACRYLIC BLOCKS



DRINKWARE



PLAQUES



CLINGERS & PENNANTS

## GAME DAY TICKETS



PRINTS, POSTERS, & MAGNETS

## DOG TAGS



BUTTONS

BAG TAGS

## COACH CLIPBOARDS



TRADING CARDS



HARDBOARD EASEL PANELS

## BIG HEAD CUTOUTS



PHONE SOCKET GRIPS

# SPORTS TEMPLATES & DESIGN SERVICES

Enhance your images with our extensive collection of free templates and graphics. We have a huge library of sports templates, most of which feature customizable elements like accent colors and emblems. We're constantly adding new and innovative designs so you have plenty of options! We also offer pre-pay and proof templates, over 300 green screen backgrounds, holiday card designs, and more.

Our collections feature templates for our most popular print sizes and products- memory mates, magazine covers, tickets, buttons, plaques, calendars, and more.

Want to add a league logo or your logo? Most of our templates have that option built-in! Have your own templates? No problem! We can install them in ROES for you for easy ordering. Looking for custom designs? Our Design Services Team can create unique templates just for you.



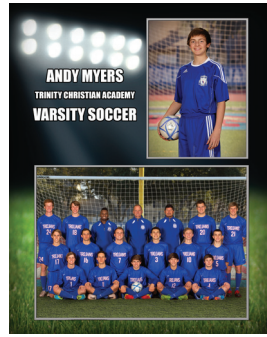
ELEMENTAL (FIRE)



SHATTERED



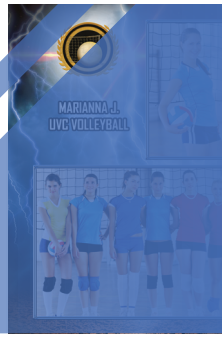
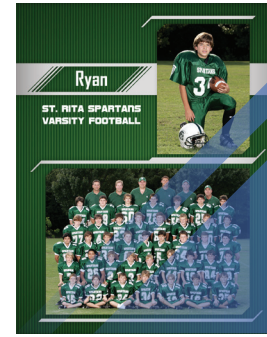
CLASSIC (GENERIC)



FUSION (DARK)



METRO (FOREST)



- 1 Add a league logo or use one of our sports emblems.



- 3 Add personalized text to each template.

- 5 Need customization beyond what's offered? Ask us to modify our designs to suit your needs!



SHATTERED

- 2 Choose the accent color to match the team or league colors.

- 4 Some templates even have the option to change the base background!



BLAST (BLUE GREEN)



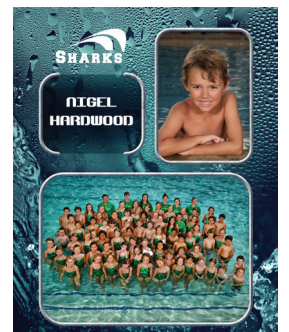
FUSION (LIGHT)



VOLTAGE (DARK)



VINTAGE



ELEMENTAL (WATER)





# DANCE PROGRAM

ADRIAN HENSON PHOTOGRAPHY

## **EXTENSIVE DANCE PROGRAM**

Our program for volume dance photography includes solutions for ordering software and online sales, a full range of prints, services, and specialty items, templates, marketing materials, and more. We know dance presents its own set of challenges with multiple poses, costumes and group shots! Our experienced team is here to help with a variety of flexible options for your workflow.

## **PROGRAM HIGHLIGHTS**

- ▶ Super low volume print prices (\$0.89 volume 8x10s; \$0.96 volume 8x10s packaged individually by sitting)
- ▶ The highest quality products and services
- ▶ Fast and reliable in-lab turnaround times
- ▶ Extensive software training and technical support
- ▶ Huge variety of prints, services, and specialty products (acrylic statues, ornaments, drinkware, tote bags, metal prints, bag tags, and more)
- ▶ Lots of free dance templates for prints and products, pre-pay and proof envelopes, and more



# DANCE PRODUCTS, SERVICES & PACKAGING

All our products and services are produced with the highest quality standards at the lowest possible prices, so you can maximize profits. View pricing for all our products and services in our Price Guide.

## VOLUME PRINTS

We believe in keeping things simple, so our print prices are all inclusive. We don't charge additional fees for color correction, individual packaging and labeling, or the packaging materials. Unpackaged volume 8x10s are just \$0.89 each, and volume 8x10s packaged and labeled individually by sitting are only \$0.96 each.



## DROP-SHIPPING

Drop-shipping is always available at no additional charge. Ship orders directly to parents individually or ship an entire order to the dance school/studio.

## DIGITAL FILE RETURN SERVICES

We offer color correction, retouching, and green screen drop and background replacement pre-print services. Submit your images and we'll return the corrected files back to you digitally, so you'll be able to use them for all your print work orders, online galleries, school service items, etc.



PRE-PAY ENVELOPES

VOLUME PRINTS & PACKAGING

## VOLUME PACKAGING

When you place a volume order through Captura, ROES Events, GotPhoto, or ProofPix, we'll package each sitting individually in paper window envelopes. Each envelope will be labeled with the subject's information (i.e. name, coach/team, division, etc.). We can also bundle your orders by team or coach and label each bundle upon request at no additional charge.

Any oversized prints or products that won't fit in the envelopes will also be labeled with the subject's information. Options are also available for adding reorder form inserts/stuffers into each envelope. This makes it very easy to deliver your orders to the school or league.

## PRE-PAY & PROOF ENVELOPES

Our pre-pay and proof envelopes are 8.5x14 with a 6" tear-off pocket. They're available in any quantity, in color and/or black and white. Choose from one of our designs, create your own, or have us customize something totally unique just for you!

## FINISHING SERVICES & WALL ART

Impress your clients with our extensive finishing options such as die-cutting for wallets, boutique packaging, mounting, lacquer spraying, and machine texturing. We also offer wall art options like canvas gallery wraps, fine art giclée prints, and metal prints.



# POPULAR DANCE SPECIALTY ITEMS

Specialty products are incredibly popular for dance! We offer a large variety of items to showcase your images and appeal to parents. Some of our best-selling dance products include:



ACRYLIC LASER-CUT STATUES, ORNAMENTS, MAGNETS, & MORE

## METAL PRINTS



CURVED METALS



HOLIDAY ORNAMENTS & SNOW GLOBES



DRINKWARE

## MOUSE PADS

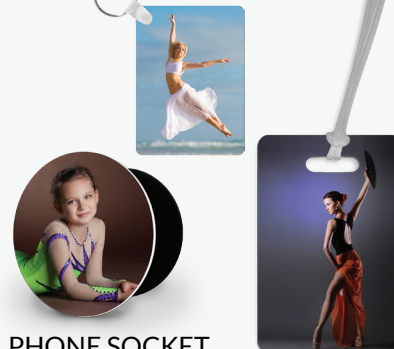


TOTE BAGS



GLITTER & ACRYLIC BLOCKS

## KEYCHAINS



PHONE SOCKET GRIPS

BAG TAGS



FRAMED PRINTS

## MAGNETS



BUTTONS



HARDBOARD EASEL PANELS & SHADOW BOX MOUNTS





# SENIOR PROGRAM

JONESPHOTOGRAPHY  
[www.jonesphoto.biz](http://www.jonesphoto.biz)

## TOTAL SENIORS PROGRAM

Whether you're photographing high volume contract seniors or independent senior sessions, we have the options you need. Choose from several different ordering software and online proofing and sales platforms and/or printed proofing options. We offer a wide variety of prints, products, and finishing services, as well as extensive services for color correction and retouching.

### PROGRAM HIGHLIGHTS

- ▶ The highest quality products and services
- ▶ Rigorous quality control and exceptional attention to detail
- ▶ Fast and reliable in-lab turnaround times
- ▶ Wide variety of online and printed proofing options
- ▶ Large selection of finishing services (mounting, spraying, texturing, die-cutting, etc.)
- ▶ Wall art options for canvas gallery wraps, fine art prints, metal prints, and more
- ▶ Boost sales with popular specialty items (curved metals, acrylic statues, drinkware, ornaments, etc.)
- ▶ Comprehensive software training and technical support



# SENIOR PRODUCTS, SERVICES, & PACKAGING

Our prices are low, but our quality is exceptional! We strive to provide you with the finest products at the lowest prices. View pricing for all our products and services in our Price Guide.

## QUALITY PRINTS

We believe in keeping things simple, so our print prices are all inclusive. We don't charge additional fees for color correction, individual packaging and labeling, or the packaging materials. Our color corrections are done by a real person- not a machine!

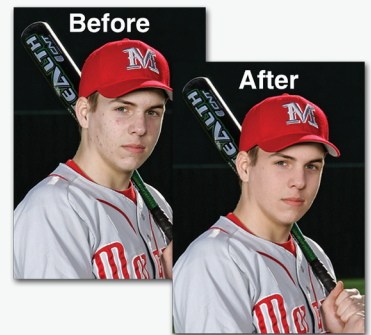


## DIGITAL FILE RETURN SERVICES

We offer color correction, retouching, and green screen drop and background replacement pre-print services. Submit your images and we'll return the corrected files back to you digitally, so you'll be able to use them for all your print work orders, online galleries, yearbooks, etc.

## RETOUCHING

We offer a wide range of retouching options to meet the needs of all your seniors. Choose from several levels of services and a la carte options for popular requests like teeth whitening, removal of tan lines, etc. Custom requests are also available, and all retouching is completed in-house by our team of experts. Retouching can be ordered in a few different ways; you can choose to have the retouched files returned to you digitally ahead of time, or order services at the same time you're ordering prints.



## GRADUATION ANNOUNCEMENT CARDS



## CARDS

Press printed and luster photo cards with envelopes are available in a variety of sizes and paper options. Choose from one of our graduation announcements or thank you card designs or create your own.

## DROP-SHIPPING

Drop-shipping is always available at no additional charge. Ship orders directly to parents individually or ship an entire order to the school.

## FINISHING SERVICES & WALL ART

Impress your clients with our extensive finishing options such as die-cutting for wallets, mounting, spraying, and machine texturing. We also offer wall art options like framed prints, canvas gallery wraps, fine art giclée prints, and metal prints.

## MOUNTING OPTIONS

We offer a large selection of substrate options for mounting. Matboard, Styrene, and Gatorfoam are some of the most common choices for senior orders. Standout mounts are another popular ready-to-hang option.

## BOUTIQUE PACKAGING OPTIONS

Our boutique packaging options make it easy to receive ready to deliver orders shipped to home or studio. Choose from our boutique folders or boutique boxes to add a simple yet high-end touch to your orders.



# SENIOR PROOFING OPTIONS

We offer a variety of flexible and affordable proofing options for seniors.

captura

GotPhoto

proofpix

PhotoDay

waldopro



## ONLINE PROOFING

Online proofing is a popular method for seniors. We work with several e-commerce providers including Captura, GotPhoto, PhotoDay, ProofPix, and WaldoPro. These companies offer a variety of features such as green screen background selection, digital downloads, yearbook pose selection, email marketing, and more. Our team can help choose the best fit for your workflow.

## PROOF BOOKS

Our press printed proof books are printed double-sided on Matte paper with spiral binding and can be upgraded with frosted vellum front and back cover sheets and machine texturing options. Choose from several layouts in our ordering software or design your own.

## PROOF PRINTS

Proof prints are a tried and true option for seniors. Add your watermark and logo for a personal touch. Machine texturing options are also available.

## PROOF ENVELOPES

Our proof envelopes are 8.5x14 with a 6" tear-off pocket. They're available in any quantity, in color and/or black and white. Choose from one of our designs, create your own, or have us customize something totally unique just for you!

## SADDLE STITCHED BOOKLETS

Use our saddle stitched booklets for proofing as well as a marketing tool – showcase your products, prices, and services along with their images!

# BEST-SELLING SENIOR PRODUCTS

Showcase memories and milestones with our exceptional products in a variety of sizes and formats.



## FRAMED PRINTS & SHADOW BOX MOUNTS

We have several frame options available in a variety of styles and sizes. Choose from one of our senior composite templates or create your own design. Shadow Box Mounts are unique products featuring prints in 1.5" deep black wood shadow box-style frames that can stand up alone or be hung on the wall.



## TASSEL FRAMES

Tassel frames are an awesome way to preserve memories and are some of our best-selling items! They come personalized with year. Parents can add their senior's tassel after graduation.

## YARD SIGNS & BANNERS

Yard signs and vinyl grommet banners are some of our most popular products for seniors and graduations! They're perfect for displaying outdoors and are durable and weather resistant. Yard signs are UV printed on 4 mm thick corrugated plastic (Coroplast) and include metal H-stand stakes. Banners are available on 13 oz. (Glossy or Matte) and 18 oz. (Matte) vinyl, with folded and sealed edges.



## PORTFOLIOS

Portfolios are always a hit with seniors! Our 8-pose black faux-leather portfolios come with luster prints assembled inside.



## BIG HEAD & CUSTOM CUTOUTS

Cheer on your favorite senior or graduate with our big head & custom cutouts! UV printed on a 4 mm thick corrugated plastic (Coroplast), making them sturdy, light, and weatherproof. Each cutout comes with a wooden holding stick that can be easily attached (just peel and stick).



# POPULAR SENIOR SPECIALTY ITEMS

Increase sales by adding on fun specialty items! We offer a huge variety of products. Some of the most popular items for seniors include:



METAL PRINTS & CURVED METALS



HARDBOARD EASEL PANELS

## ORNAMENTS



PHONE SOCKET GRIPS



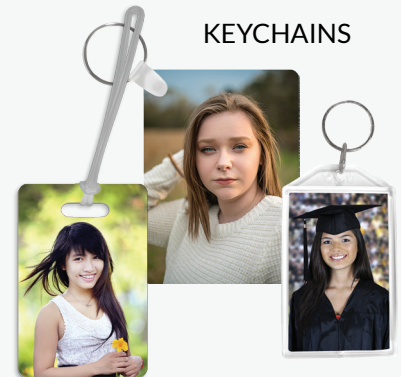
ACRYLIC & GLITTER BLOCKS



MAGNETS



PHOTO SLATES



## KEYCHAINS

BAG TAGS



DRINKWARE



BIG HEAD CUTOUTS



ACRYLIC LASER-CUT STATUES, ORNAMENTS, MAGNETS, & MORE!



GRADUATION ANNOUNCEMENTS

SENIOR FRAMES



## SENIOR TEMPLATES & DESIGN SERVICES

We offer a wide variety of templates for graduation announcements, thank you cards, and more. We have a large collection of free templates for our most popular prints and products and we're constantly adding more designs.

In addition to templates for prints and products, we also offer options for pre-pay and proof envelopes, green screen backgrounds, holiday card designs, and more. Looking for custom designs? Our Design Services Team can create unique templates just for you.

# MARKETING & SALES RESOURCES

Marketing and sales are crucial to growing your business. We provide you with countless tools and resources to help promote your services. Design your own materials using our product imagery and templates, or have our professional Design Services Team create something custom for you.

## CUSTOM DESIGN SERVICES



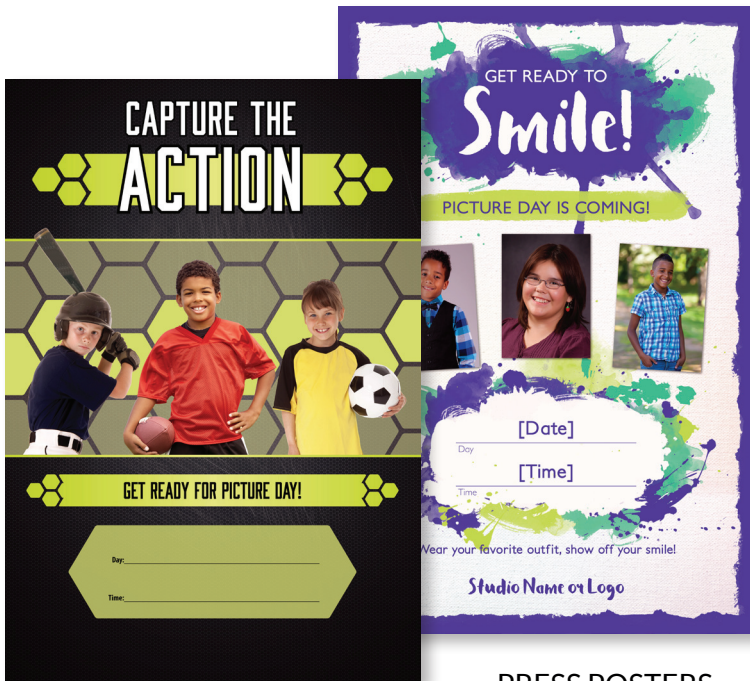
## SADDLE-STITCHED BOOKLETS



## BLANK PRODUCT IMAGES



## PICTURE DAY MATERIALS



PRESS POSTERS

## PRESS PRINTED CARDS



## POP-UP BANNERS



## VINYL GROMMET BANNERS



## BUSINESS CARDS





## SERVING PROFESSIONALS FOR OVER 85 YEARS

In an industry that has changed so drastically in such a short period of time, our focus is consistently on our customers. We've adapted by investing in the best technology and equipment in order to give professionals the products and services they need. By offering a continually expanding product line at prices that promise to keep you competitive, we aim to help you grow your business.

We appreciate your interest in our company and for taking the time to learn more about us. We hope you'll become a customer and allow us to put our passion and experience to work for you. Whether your focus is on schools, sports, dance, seniors, or anything in between, we're committed to fueling your success.

**Sign up for a free account today to get started!**

# Richmond

Professional Lab - since 1938

7545 Midlothian Turnpike  
Richmond, VA 23225

800-262-0515 x105  
info@richmondprolab.com



/richmondprofessionallab



/richmondprolab



/richmondprolab

## **SIGN UP FOR AN ACCOUNT TODAY**

It's easy and free! Just fill out the online form at [richmondprolab.com/signup](http://richmondprolab.com/signup). There are no fees, commitments, or volume requirements involved in becoming a customer.



OVER 85 YEARS OF BRINGING YOU THE GREATEST  
VALUE THROUGH TECHNOLOGY AND INNOVATION

**R**ichmond  
Professional Lab - since 1938

[www.richmondprolab.com](http://www.richmondprolab.com) • 800.262.0515 ext 105