

From Analogue to Digital – Developments in the Photo and Paper Market

Standards from the analogue photographic era are increasingly making their way into digital photography: New Format for Portrait photographers: 15x20 cm

Bergisch Gladbach, March 5th, 2010

Tecco, paper pioneer and premium partner for photo, fine art and proofing media, presents a professional standard format from the analogue photography, the portrait studio format 15x20 cm – addressing professional and amateur photographers, who often need to cut and crop their prints. The new format shall avoid waste and scrap, make cutting e.g. of a DIN A4 format unnecessary and save time and cost for the artists.

Market and Target Group Analysis

More and more, a new format is establishing itself in the offers of leading photographers. With an additional space of approx. 36%, the format of 15 x 20 cm appears to be a profitable extension towards the format of 13 x 18 cm (5x7 inch). Up to now, mostly found with Kiosk systems and thermo sublimation printers, Tecco exclusively offers the 15x20 cm format for the very first time as confectioned standard format also for inkjet printers.

Background information

It is expected, that the demand for format ware will increase and finally replace roll ware as leading product regarding portrait small formats (formats between 10x15cm and 15x20cm). This means that top qualities for Baryt, FineArt Rag, Portrait and high-glossy papers as for affordable matt papers, substituting Polaroids, will play a role in the future of small formats.

A similar trend was seen in the Mini lab area many years ago (standard size in the imaging market changed from 9x13cm to 10x15cm). In the portrait segment the format 6 x 8 inch is gaining importance.

Customer Advantages

Main advantages to artist and photographer are the saving of time and the reduction of cost leading to a high productivity while focussing on their elementary work: creativity and art.

User Groups and Paper Variety

Tecco offers their different groups of users paper solutions tailored and dedicated to their daily tasks, also including free-of-charge profiles. Photographers can choose between Silk Raster, Luster and Pearl while FineArt creations can be made on: Baryt, Baryt Ivory and Aquarelle. Furthermore, Tecco offers Photo Ultra White, a very special, ultra-white and high-glossy paper.

Tecco also serves the users of roll ware offering a roll width of 20,3 cm, next to 15x20 also suited for popular photo formats 20x25 cm and 20x30 cm or panoramas in 20 height.

Future expectations

It is expected, that inkjet technology will replace thermo sublimation technology in some areas, due to the growing numbers of offers (various surfaces and qualities) and the availability of components which were missing in the past (formats).

Photo Caption

On the way to setting a new standard: »TECCO:PHOTO PROFESSIONAL Portrait« in 15x20 cm format.

For Publication: Contacts & Infos

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