



Capitalize on the Popularity of Black and White Photos.

Our research confirms that when you combine black and white photos with our selection of unique frames, mugs and other keepsakes you have just what the public wants - a sophisticated, fashionable and trendy product.

With a Real2Reel Photos system you can instantly capture and print a stunning black and white photo and put it into your customer's hands in less than 5 seconds. This new merchandising concept is the ultimate traffic stopper! You'll be creating crowds wherever you go and crowds mean money.

Personalized Photo Gifts by Real2Reel Photos

Placing photos into unique custom frames that have a popular Hollywood style theme to them, further enhances these photos and will give each and every customer a "movie star" look. Our custom designed frames are exquisite. They are made exclusively to our specifications and are designed to accentuate the black and white photo.

Real People to Reel Photos

"Old is New" again. Kodak and Polaroid Corporations are enjoying increases in consumer film sales due to their re-introduction of black and white film. Popular photographers like Ansel Adams and Elliot Erwitt primarily use black and white film to enhance the features of natural beauty in landscapes, models and lifestyle settings.

New generations are intrigued by movies and music of the Golden era of Hollywood. Popular actors, sports figures and celebrities from the 1940's, 50's and 60's that have passed-on continue to reap huge earnings with licensing rights of their black and white images. Look how John Wayne, the Marx Brothers, Marilyn Monroe, James Dean, Joe DiMaggio and even Elvis have succeeded over the years and are still going strong. Black and white is more popular than ever.

Everyone young and old will enjoy the photo experience of seeing himself or herself in a black and white format.

THE ART OF

Black & White

There's something exquisite
about black and white.
Simple yet deeply complex.
Timeless yet immediate.
Classic yet totally modern.



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When you become a **Real2Reel Photos** System owner you will have the opportunity to achieve your financial goals while providing a valuable service to your customers. There are two different packages from which to choose. Each package is designed to accommodate different lifestyles and budgets.



"Producer" System

This system can be used to achieve maximum production and profits at kiosks and carts in malls and other high volume retail locations.

Here's what you get...

- One industrial high speed, high resolution +/-, Real2Reel Photos printer with specially designed glossy paper.
- One industrial real-time Charge Coupled Device video camera.
- Professional optical zoom lens.
- Tripod.
- Cable connections.
- One LCD flat panel monitors featuring ultra-clear horizontal & vertical retail viewing angles.
- Product cutting templates that guarantee exact product sizing.
- Training and operations manuals.
- Retail Merchandising Kit including the following custom designed items:
 - Acrylic Real2Reel display sign.
 - Film Reel printer container with easy access door.
 - Oversize jumbo film strip display header.
 - "Old Time" movie theme camera casing.
 - Real2Reel logo uniform shirts.

Inventory List

- 5 Real2Reel Printer Paper (Rolls)
- 10 Film Strip Square Wave Horizontal Frames
- 10 Film Strip Square Wave Vertical Frames
- 10 Film Strip Triple Wave Horizontal Frames
- 10 Film Strip Triple Wave Vertical Frames
- 10 Film Strip Double Wave Frames
- 10 Film Strip Collage Frames
- 10 Film Strip Single Frames
- 6 Clapboard Frames
- 25 Black Mugs
- 25 White Mugs
- 100 Small Key Chains
- 72 Medium Key Chains
- 24 Take One Key Chains
- 25 Premium 6-Cell Mat Frames
- 25 Premium Black Triple-Cell Mat Frames
- 50 Premium Black Single-Cell Mat Frames
- 25 Premium Black Triple-Wide Screen Frames
- 25 Premium Black Single-Wide Screen Frames
- 6 10-Shot Self Adhesive Wallet Albums

The retail value of the products included in this system is more than \$6,735.10*!

Complete System... Only \$5,995

* Based on suggested selling prices. Actual selling prices may vary.

*CASI/QLT reserves the right to substitute any item with like item of similar or better quality due to availability of product.

If you call us after reviewing each package, we would be happy to answer any questions and determine which system will best meet your personal needs and goals.



"Director" System

This portable system offers maximum flexibility and can be molded to fit your particular schedule.

As a mobile **Real2Reel Photos** operator you can do special events such as weddings, bat/bar mitzvahs, birthdays, state fairs, rodeos, concerts, family reunions, trade shows, fundraisers, churches, youth organizations, and gift shops.

Here's what you get...

- One industrial high speed, high resolution +/-, Real2Reel Photos printer with specially designed glossy paper.
- One industrial real-time Charge Coupled Device video camera.
- Professional optical zoom lens.
- Tripod.
- Cable connections.
- One LCD flat panel monitors featuring ultra-clear horizontal & vertical retail viewing angles.
- Product cutting templates that guarantee exact product sizing.
- Training and operations manuals.
- Retail Merchandising Kit including the following custom designed items:
 - Film Reel printer container with easy access door
 - "Old Time" movie theme camera casing
 - Real2Reel logo uniform shirts.
- Mobile Photo Studio Merchandising Kit including:
 - Show-stopping Hollywood backdrop
 - Easy to assemble anodized aluminum backdrop frame with adjustable LCD monitor swivel mount provides maximum stability and strength while remaining lightweight.
 - Attractive custom designed all-in-one printer stand, storage cabinet and podium.

Inventory List

- 10 Real2Reel Printer Paper (Rolls)
- 25 Film Strip Square Wave Horizontal Frames
- 25 Film Strip Square Wave Vertical Frames
- 25 Film Strip Triple Wave Horizontal Frames
- 25 Film Strip Triple Wave Vertical Frames
- 25 Film Strip Double Wave Frames
- 5 Film Strip Collage Frames
- 25 Film Strip Single Frames
- 24 Clapboard Frames
- 25 Black Mugs
- 25 White Mugs
- 100 Small Key Chains
- 72 Medium Key Chains
- 48 Take One Key Chains
- 25 Premium 6-Cell Mat Frames
- 75 Premium Black Triple-Cell Mat Frames
- 75 Premium Black Single-Cell Mat Frames
- 25 Premium Black Triple-Wide Screen Frames
- 25 Premium Black Single-Wide Screen Frames
- 12 10-Shot Self Adhesive Wallet Albums

The retail value of the products included in this system is more than \$10,262.70*!

Complete System... Only \$8,995

* Based on suggested selling prices. Actual selling prices may vary.

*CASI/QLT reserves the right to substitute any item with like item of similar or better quality due to availability of product.

With Profits Like This, You Are Bound To Make Money!

Product	Your Cost*	Retail Price	Your Profit	Profit Margin
Film Strip Square Wave Frame Horizontal (2" x 2")	\$2.25	\$19.95	\$17.70	787%
Film Strip Square Wave Frame Vertical (2" x 2")	\$2.25	\$19.95	\$17.70	787%
Film Strip Triple Wave Frame Horizontal (2-1/2" x 3-1/2")	\$2.75	\$19.95	\$17.20	625%
Film Strip Triple Wave Frame Vertical (2-1/2" x 3-1/2")	\$2.75	\$19.95	\$17.20	625%
Film Strip Double Wave Frame (3-1/2" x 5")	\$3.00	\$19.95	\$16.95	565%
Film Strip Collage Frame	\$7.75	\$49.95	\$42.20	545%
Film Strip Single (4" x 6")	\$2.25	\$17.95	\$15.70	698%
Clapboard Frame (5" x 7")	\$2.25	\$19.95	\$17.70	787%
Black Mug	\$1.35	\$12.95	\$11.60	859%
White Mug	\$1.35	\$12.95	\$11.60	859%
Small Keytag (1-3/8" x 1-3/4")	\$0.65	\$6.95	\$6.30	969%
Medium Keytag (2" x 3")	\$0.67	\$7.95	\$7.28	1087%
Take One Keytag	\$1.14	\$6.95	\$5.81	510%
Premium Blk. 6 Cell Mat Frame (2-1/2" x 3-1/2")	\$3.20	\$29.95	\$26.75	836%
Premium Blk. Triple Cell Mat Frame (2-1/2" x 3-1/2")	\$2.20	\$19.95	\$17.75	807%
Premium Blk. Single Cell Mat Frame (2-1/2" x 3-1/2")	\$1.20	\$9.95	\$8.75	729%
Premium Blk. Triple Wide Screen Frame (3-1/2" x 5")	\$2.20	\$24.95	\$22.75	1034%
Premium Blk. Single Wide Screen Frame (3-1/2" x 5")	\$1.20	\$9.95	\$8.75	729%
10 Shot Self Adhesive Wallet Album	\$4.25	\$39.95	\$35.70	840%

* Your Cost includes the product and approximate cost of photos. Product cost is based on "Quantity Break" prices.

Average Profit Per Sale - \$19.48 • Average Profit Margin - 772%

Real2Reel Wholesale Price List

Item #	Description	Sold Quantity	Price Each	Quantity Break	Quantity Price
R2100	R2R Printer Paper (Rolls)	5/pk.	\$20.00/ea.	25	\$17.50/ea.
R2101	Film Strip Square Wave Frame Horizontal (2" x 2")	25/pk.	\$2.50/ea.	100	\$2.00/ea.
R2103	Film Strip Square Wave Frame Vertical (2" x 2")	25/pk.	\$2.50/ea.	100	\$2.00/ea.
R2110	Film Strip Triple Wave Frame Horizontal (3-1/2" x 2-1/2")	25/pk.	\$3.00/ea.	100	\$2.50/ea.
R2115	Film Strip Triple Wave Frame Vertical (2-1/2" x 3-1/2")	25/pk.	\$3.00/ea.	100	\$2.50/ea.
R2120	Film Strip Double Wave Frame (3-1/2" x 5")	25/pk.	\$3.25/ea.	100	\$2.75/ea.
R2125	Film Strip Collage Frame	10/pk.	\$8.50/ea.	10	\$4.50/ea.
R2130	Film Strip Single (4" x 6")	25/pk.	\$2.50/ea.	100	\$2.00/ea.
R2135	Clapboard Frame (5" x 7")	24/pk.	\$2.50/ea.	100	\$1.95/ea.
T1PF	Take One Photo Frame (3" x 3")	24/pk.	\$1.50/ea.	144	\$1.35/ea.
R2140	Black Mug	50/pk.	\$1.40/ea.	100	\$1.10/ea.
460M	White Mug	50/pk.	\$1.10/ea.	100	\$1.10/ea.
95457	Small Keytag (1-3/8" x 1-3/4")	20/pk.	\$0.40/ea.	500	\$0.30/ea.
P2X3	Medium Keytag (2" x 3")	72/pk.	\$0.42/ea.	576	\$0.33/ea.
T1KC	Take One Keytag	24/pk.	\$0.89/ea.	576	\$0.79/ea.
R2165	Premium Blk. 6 Cell Mat Frame (2-1/2" x 3-1/2")	25/pk.	\$2.95/ea.	100	\$2.25/ea.
R2170	Premium Blk. Triple Cell Mat Frame (2-1/2" x 3-1/2")	25/pk.	\$1.95/ea.	200	\$1.50/ea.
R2175	Premium Blk. Single Cell Mat Frame (2-1/2" x 3-1/2")	50/pk.	\$0.95/ea.	200	\$0.75/ea.
R2180	Premium Blk. Triple Wide Screen Frame (3-1/2" x 5")	25/pk.	\$1.95/ea.	100	\$1.50/ea.
R2185	Premium Blk. Single Wide Screen Frame (3-1/2" x 5")	50/pk.	\$0.95/ea.	200	\$0.75/ea.
R2195	10 Shot Self Adhesive Wallet Album	12/pk.	\$4.00/ea.	24	\$3.00/ea.
R2188	5" Easel Back for Mat Frames	50/pk.	\$0.25/ea.	100	\$0.25/ea.