

## LETTER TO THE CONSUMER FROM ARTZ

Thank you for your interest in our products. We at ArtZ are dedicated to providing a simple and elegant product that is of the highest quality materials and craftsmanship. Your professional photographer has that same pride in providing you with images that communicate your event in the most expressive, artistic manner possible. You are not only receiving an album that has been handcrafted in small runs in the United States, but each holds its own character and uniqueness because it is cut from the hide vs. cut from a roll. We feel your images represent a piece of fine art and should be honored that way.

With that said, we also feel your photographer has the eye of an artist. The professional photographer definitely sees an event differently from most of us. We have such awe for how a photographer can take a scene and create pure inspiration. We also appreciate the work and experience that goes on behind the scenes. We would like to share with you a few key reasons why it is worth viewing your photographer as a professional and an artist vs. as a commodity and by their pricing.

Your professional photographer has been trained in the art of photography, and knows what it takes to create a balanced and intriguing composition. They are also able to take a thousand images and hone them down to a fifty image presentation that not only tells the story of the event, but presents it in the most expressive and artistic way possible. Behind the scene, there is an immense amount of technology, product and services that are constantly changing and evolving. All of these advances, help the photographer create a better image and presentation that will last longer, be available faster and reach more family and friends. That involves a lot of time and money, but it all goes toward creating a better product for you.

Please remember, your professional photographer wants to take that perfect wedding and present your event in a manner worthy of you and the event. They want the memory to last beyond your lifetime and become your legacy. That is priceless.

Sincerely,

Kristin VanDeWalle  
President - ArtZ