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## 10 Reasons to Choose NWP Photo Cards

- 1: Packaged in plastic sleeves to preserve the integrity of the product.
- 2: Cards are 5 x 7 finished size and can be framed in a 5 x 7 picture frame, giving them a usefulness beyond just a greeting card.
- 3: Images are printed in the USA on heavy card stock.
- 4: Cost of the cards is \$2.50 retail \$5.00, which from all market research is very much in line with a quality card. A 10% discount will be given to any retailer who carries 8 different cards, allowing a margin of 60%.
5. All cards have interesting facts on the back to give the customer an added a value and give the recipient more than just an image
6. Scenic images are of recognizable landmarks and places, giving the buyer confidence in the purchase.
7. Art Cards allow you to add unusual cards to your blank card selection.
8. Racking is available for committed quantities.
9. Dedicated products, because you are working with the photographer, we offer exclusive photo shoots with dedicated images for your company only. Minimum purchase of 50 cards from dedicated images.
10. **Seasonal Exchange Program:** The year is split into three card seasons, spring, fall, winter. What I do is change out the cards that are specific to the season, i.e.: snow scenes, swapped for spring flowers, spring flowers, swapped for fall leaves, etc. This help keep your cards fresh and seasonal without having to tie up