

Training SIS Miami

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About US "Best Photo Lab Worldwide"

WhiteWall was founded in 2007 as one of the first photo labs and online photo services in Germany.

From the beginning, WhiteWall has specialized as a photo service specialized on photo prints in gallery quality. High-quality photo prints, special framings, large wall pictures or prints in desired formats make WhiteWall the first address for every demanding photographer. In the course of time, WhiteWall has constantly expanded its range and today offers new materials such as photos behind acrylic glass and on aluminum dibond or photo canvases In order to best meet the needs of our customers, we are continuously expanding our product portfolio. Thus, photo canvases, photo calendars or photo books are now also part of the offer.

WhiteWall is the leading photo lab for printing high-quality photo prints, photo posters or photo canvases in best gallery quality. More than 250,000 customers, including over 20,000 professional photographers, artists, gallery owners and collectors, already rely on WhiteWall.

WhiteWall offers a customized service regardless of the type and size of your request. You place your order online with just a few clicks: simply upload your image file from your PC or smartphone, customize your photo product and have it delivered directly to your door.

With its unique know-how, WhiteWall offers only products of the highest premium quality in each category. We develop and refine them, helping them to get the attention they deserve. This is one of the reasons why WhiteWall 2024 - as the first online photo service ever - has already won the prestigious TIPA Award as "Best Photo Lab in the World" 7 times (2013, 2017, 2020, 2021, 2x2023 & 2024). WhiteWall wins the TIPA World Award 2024 for ultraHD sharpening for black and white prints.



Company profile

- Founded as IconyGmbH in 2007 (number of employees: 4)
- Renamed to WhiteWall Media GmbH in 2011
- Incorporation as 100% subsidiary into Avenso GmbH in 2013
- Relocation to the current location in 2013 with approx. 50 employees
- Europe's largest photo lab for gallery-quality photo products
- Positioning in the premium segment
- Complete focus on quality
- Online and gallery distribution worldwide for the brands WhiteWall and LUMAS (premium customer)
- Production, logistics and gallery supply worldwide for all brands
- Customer Service, Backoffice and Gallery Support (2nd Level) at Frechen location
- International support in 4 languages over 18 hours opening period
- Transfer to 100% in the CEWE Group in 2019



What we offer

- Unique manufactory quality based on classic craftsmanship combined with state-of-the-art high-tech
- chemical photo reproduction with digital laser exposure and darkroom development
- Use of exclusive, high-quality photo papers from the respective brand leaders
- High-end silicone for permanent sealing of acrylic images
- 5-year warranty on all products + satisfaction guarantee
- Individual size formats inclusive framing
- More than 100 quality seals



Our brand values

Passion for our products

Passion is what drives us. That's why we set ourselves the highest standards for our products. This also applies to areas that our customers cannot see or assess directly.

Love for photography

We love and live photography and are proud to share the lifestyle of photographers.

Striving for excellence

We want to get better every day. We experiment, learn from experience and optimize.

Courage to innovate

Innovation is part of our DNA. We want to develop further, dare to try new things and invest in the future.

We are not held back by convention but create innovative solutions and the best possible products.

UNIQUE SELLING POINTS:

Individual format configuration and production accurate to the centimeter

We have real people to talk to and see and feel our products in our stores (Berlin / Dusseldorf / Hamburg / Munich / Paris / New York / Miami)



WhiteWall brand expertise

- Production according to standards that are recognized worldwide in the art market, such as real photo print behind acrylic, Alu-Dibond
 product backing, lamination with silicone, shadow gap frames, etc.
 - Gallery Quality
- We use and develop the best high-tech machines. However, it is the people who can manufacture the products perfectly.
 - Our employees make the difference!
- We offer the best online and offline advice and are happy to be there for our customers. We treat everyone in the same way, regardless of their level of awareness.
 - Accessibility for all photography enthusiasts!
- The right size for every picture, 100+ different frames and colors, in-house frame manufacture, choice of photo paper, acrylic thickness, surface, aspect ratio, wall mount, etc.
 - Our variety of options enables unlimited creativity
- We offer exclusive product solutions in the large format sector and master their complex logistics, worldwide with secure shipping.
 - The specialist for the production and logistics of large images up to 5.00 meters



WhiteWall brand essence

- We promise: The completion of your photography
- A picture is only finished when it's hanging on the wall.
- The certainty that you will get the best possible quality from us.
- We inspire your photographic lifestyle with exclusive events and relevant content.



- What do our customers expect when they come to our POS?
 - Since we have different types of customers, their expectations vary significantly. A professional photographer expects a certain level of expertise in technical knowledge as well as a solid understanding of image editing.
 - The "regular" customer simply wants their image, whether it's on their phone, on a USB stick, or sent to us via email, to look great when they have it developed, enlarged, or mounted at our store. These customers usually expect advice on the possible size of their picture and the best possible presentation (does it look better classically framed or perhaps better on dibond behind an acrylic glass?)
 Sometimes they want the picture to be a little brighter or the horizon to be straightened.
 - The professional photographer or the ambitious amateur photographer usually has more knowledge. They expect knowledge of color spaces, ICC profiles and image optimization



- What we expect from you as our experts on site:
 - win & inspire new customers
 - you see whitewall as the perfect complement to LUMAS at your location it is not instead of, but in addition to
 - the question of whether the great quality of LUMAS images can also be produced with your own photos no longer needs to be answered in the negative
 - at WhiteWall, we recognize and celebrate the diversity of our customers.
 - Our commitment is to ensure that everyone is treated equally, regardless of skin color, gender or income level
 - We believe that every individual deserves respect and fair treatment, and we strive to create an inclusive environment where all customers feel valued and welcome. Thank you for being a part of our community!
 - Our customers are very diverse. We have both professional photographers and customers who simply want to hang a picture from their phone on their wall. It is important for us to adapt to the individual needs of our customers
 - Please familiarize yourself with our products and their features. You already know many products from LUMAS as almost all LUMAS products are manufactured at WhiteWall
 - Please familiarize yourself with Photoshop. You do not have to be perfect yet but please stay interested. Photoshop will be an important tool for selling our products and keep the clients happy



2. How to get supported:

- Contacts and Help ZENDESK GUIDE
 - <u>https://service.whitewall.com/hc/en-us</u>

In our Zendesk guide you can search for specific keywords and find different articles, which deal with the topic. Example: **what is where: the WW-Cube** to find here: <u>https://service.whitewall.com/hc/en-us/articles/360016994077-Tool-WhiteWall-Cube</u> or **products & training** to find here: <u>https://service.whitewall.com/hc/en-us/sections/360004978077-PRODUCTS-TRAINING</u>

 You can find many ZENDESK GUIDE articles, which deal with specific topics in the file named 'Onboarding_Retails_SiS_eng'

2. About the website:

Contacts and Help – WhiteWall website

How to get help via the website

• To get in touch with the customer service

Use the contact formular on the offical website: <u>https://service.whitewall.com/hc/en-us/requests/new?ticket_form_id=360000140018</u>

- Head of stores: Bettina Wildling to contact via Teams chat
- Training: Vivien Liskovsky & Katharina Wergen to contact via Teams chat
- Your colleagues from **New York**: <u>newyork@whitewall.com</u>

Most important - You will not be left alone.

Please, feel free to ask for help as often as needed.



WhiteWall Service > Submit a request

Submit a request

Please select your request

•	
Question about our products	
Question about your order	
Question about your Account	

Please select a product category

Phone number (optional)

How can we be of service to you?

Paragraph	~ B	I 🖂	∑ × e ²	≣	!≡ 99	2	\sim

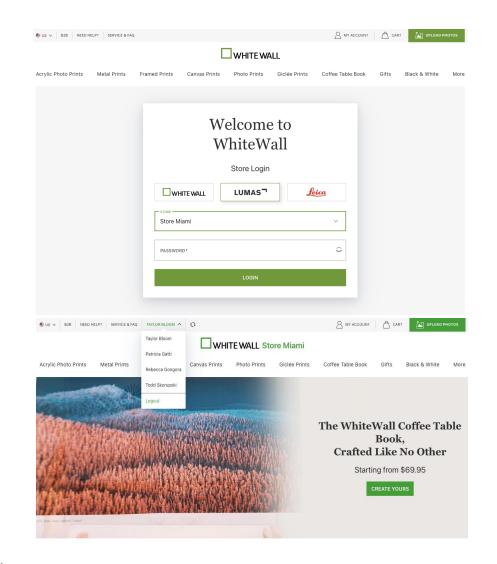
sttachments (optional)	
Add file or drop files here	



2. About the website:

- How to log in 'store frontend'
 - go to website: <u>https://www.whitewall.com/us/internal/store-login</u>
 - choose LUMAS and the correct store
 - enter the password and click login

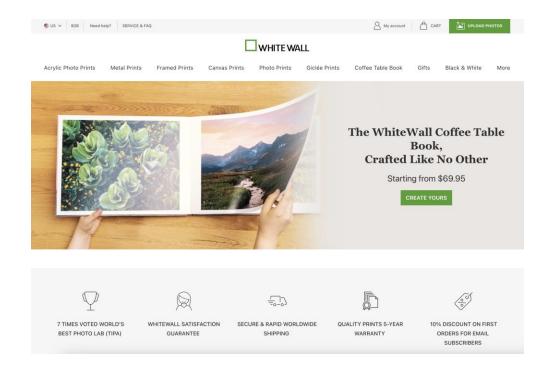
- choose your sales position
- when logging into a customer account use your personal password





2. About the website:

How our customer see the website:

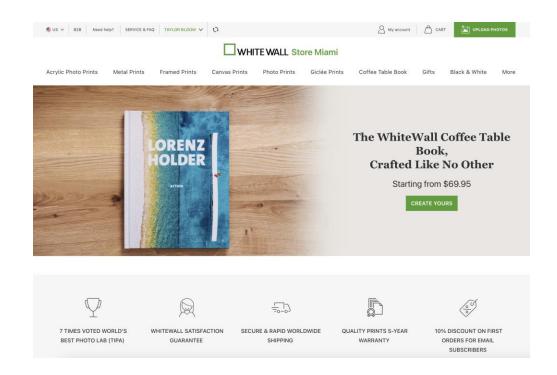


WhiteWall

Website for our clients, when they set an order online from home

with your trackingvoucher after consultation in Store, via Mail or Phone

How we should see the website:



WhiteWall Store Miami

The frontend to set orders in your store with the clients - no trackingvoucher needed,

since you are already connected as WW Miami

WHITE WALL

2. About Adobe Photoshop:

- Before placing the order: How to check the image quality of a customer file in Adobe Photoshop 2024
 - Specs for upload on the website : upload a file in JPEG orTIFF format with min 700 x 700 px, max 50,000 x 50,000 px, max 1,000 MP, max 2 GB to the website
 - We save uploaded photos in your customer account for 90 days.
 - Images received via WhatsApp: **ONLY when send in HD**, otherwise Whatsapp reduces the resolution by 95%
 - Please note that there is a difference in print size between a picture taken during the day and a picture taken at night. The image noise
 is significantly more intense in the night image You can see this relatively quickly when you zoom in.
 - If the photo was taken with a camera and the resolution appears low, this indicates that the resolution was reduced during file transfer or exportation.
 - Here are three simple examples with pixel numbers to give you an idea of what pixel size means in terms of quality.



POOR resolution

IMG_1532.jpeg 768 × 1 024



GOOD resolution

anthonydelanoix...lash.jpg 4 576 × 3 051



HIGH resolution

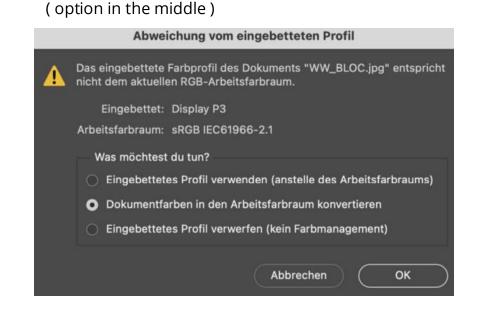
TIME SQUARE_WW.jpg 8 681 × 5 787

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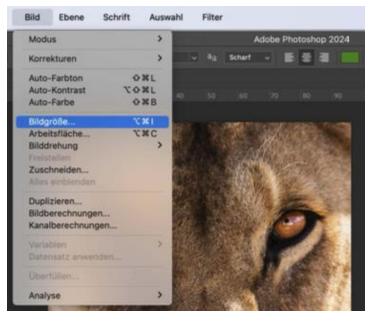
WHITE WALL

2. About Adobe Photoshop:

- Before placing the order: How to check the image quality of a customer file in Adobe Photoshop 2024
 - Open the file in photoshop. If the color profile of the file isn't matching with AdobeRGB or sRGB you will have an alert popping up: the embedded color profile does not correspond to the current rgb working color space.
 - Convert document colors to the working color space



Go to image and choose image size





2. About Adobe Photoshop:

- Before placing the order: How to check the image quality of a customer file in Adobe Photoshop 2024
 - This system predicts 100% accuracy of implantation. It's all about seeing if the details are in focus. IMAGINE YOU'RE STANDING 5 CM
 DIRECTLY IN FRONT OF THE IMAGE. As a result, you only see part of the image the whole image is printed, of course and you'll have a much greater distance once installed on the wall.

Always set 300 DPI for the simulation. Press cancel at the end and you can then save the file to be able to upload the photo on the website. If you were to save the file in this simulation size, the file would be much too large. Therefore, cancel the simulation.





2. Advices:

Vivien's customer advices:

Acrylic glass, glossy or matte

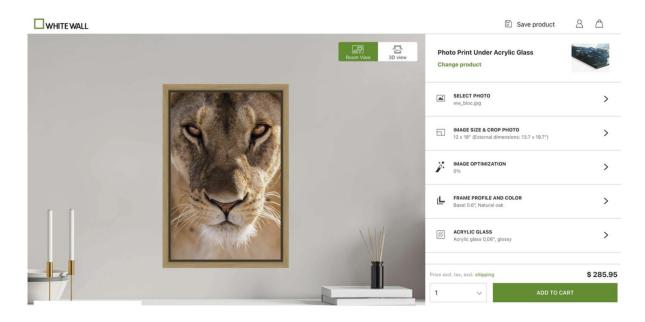
Photos of friends, family, etc. brilliant acrylic glass (vivid effect / nice depth) If the photo has a black background or is in black and white, matt acrylic glass is preferable, otherwise there are many reflections on the photo. But if the customer absolutely wants gloss, simply tell him that there will be reflections in the photo.

What size would you like?

To make your work easier, show a few different sizes to give the customer an Idea. Once the customer has chosen a size, it's easier to check the resolution. Because all you have to do is check whether the desired size works or not.

2. About the ordering process:

- How to place an order
 - upload the photo to the website, then you can configure the photo according to the customer's wishes: If the customer already has an
 account, you can log in via your frontend with their e-mailaddress and your personal password to access the customer's account,
 otherwise upload the image and create the account while completing the order.



PLEASE NOTE THAT YOUR MASTER PASSWORD ONLY WORKS ON THE FRONTEND.

2. About the ordering process:

- How to place an order
 - choose payment TERMINAL 1 or 2

Before placing the order there is a final preview, check WELL with the customer if everything is correct

	& CUSTOMER SERVICE: +1-888-861-4881	
	Address Shipping Payment	
Email address miami@whitewall.com		Order overview Edit cart
Billing Address Lumas Miami Lumas Miami 737 Lincoln Rd Mall 33139-2813 Miami Beach Florida USA +1 786-904-1360	Edit Shipping address / method Edit Shipping address corresponds to my billing address	1 product Photo Print Under \$ 305.97 Acrylic Glass 12 x 18" (External dimensions: 13.7 x 19.7°) • Fuji Crystal Archive, glossy
Payment Method All transactions are secure and encrypted.		 Acrylic glass 0,08°, glossy Alu-Dibond 0,12° Basel 0.6°, Natural oak No image optimisation ww_bloc.jpg
✓ I agree to the terms and conditions and t	he privacy policy .	Subtotal \$ 305.97 estimated until Monday, September \$ 16.00 2nd
Credit / debit card	Visa 💿 🔮	Total \$321.97 Sales tax included
	PayPal	



2. About the ordering process:

- How to place an order
 - If the customer agrees, click on order now he can pay on our terminal or via paypal or credit card in case the terminal is not working.
 Once the order has been placed, a direct confirmation will be displayed on the website and the customer will also receive a confirmation e-mail in 2-3 minutes.
 - Concerning delivery and production : As soon as production is completed, the customer receives an e-mail with delivery confirmation and a tracking number. Please specify the production time in working days each time, as our laboratory is closed on weekends.



The WhiteWall Cube – which product is where to find ?

Drawer 1 - Product Sample Highlights

- overview of the most important products at WhiteWall
- each sample can be taken individually and given to the customer for viewing

Drawer 2 - Technical & Organisational Content

- the technology is stored here, such as the MacMini, cables, and the payment terminal.
- folding cards for business cards and brochures / flyers
- The customer should not have access to this drawer !!!
- Drawer 3 Product sample formats
 - a selection of motifs that illustrate our individual choice of formats
- Drawer 4 / 5 Frame samples
 - frame samples can be removed individually and are provided with a sticker on which you can read the name of the strip
- Drawer 6 Paper samples
 - all paper samples, divided into fine art prints and real photo prints
 - one colored version and one black and white version
- Drawer 7 / 8 Passepartouts
 - mounts are divided in both drawers and can be taken out to hold them e.g. in front of a paper pattern or a frame



Acrylic Photo Prints

Photo Print Under Glossy Acrylic Glass

- Glossy acrylic glass, 1/8 in. or 1/4 in. in Custom Formats from 3.6 x 3.6 to 70.8 x 48 possible 10kg/m² or 12kg/m²
- Glossy acrylic glass, 1/16 in. In Custom Formats from 3.6 x 3.6 to 94.4 x 48 possible 8kg/m²
- mounted with elastic silicone and aluminium dibond backing 0.19 in.+
- color paper Fuji Crystal DP II, glossy & black and white paper Ilford B/W, glossy

ultraHD Photo Print Under Acrylic Glass

- Glossy acrylic glass, 1/8 in. in Custom Formats from 3.6 x 3.6 to 70.8 x 48 possible 10kg/m²
- Glossy acrylic glass, 1/16 in. In Custom Formats from 3.6 x 3.6 to 94.4 x 48 possible 8kg/m²
- Fuji Crystal Professional Archive Maxima 10% more maximum density for deeper black with finer details, 21% more color space volume for more vivid and saturated colors, markedly improved light resistance for longer-lasting luminosity

• Acrylic ultraHD Metallic Print

- Glossy acrylic glass, 1/16 in. In Custom Formats from 3.6 x 3.6 to 94.4 x 48 possible 8kg/m²
- Fuji Crystal Pearl
- Photo Print Under Matte Acrylic Glass
 - matte acrylic glass, 1/16 in. in Custom Formats from 3.6 x 3.6 to 70.8 x 48 possible 8kg/m²
- Fine Art Pigment Print under Acrylic Glass
 - matte or glossy color-neutral acrylic glass, 1/16 in. in Custom Formats from 3.6 x 3.6 to 114.1 x 70.8 8kg/m²
- WhiteWall Masterprint
 - glossy, color-neutral acrylic glass 1/8 in. for formats up to 114.2 x 70.9 in. 11kg/m²
 - glossy, color-neutral acrylic glass 0.19 in. maximum size 196 x 94 in. 10kg/m²
 - mounted with elastic silicone and aluminium dibond backing 0.19 in.



Metal Prints

• Direct Print On Aluminum Dibond

- custom Formats from 3.6 x 3.6 to 74.8 x 57 possible
- 7-color printing technique using top-grade UV Fine Art inks
- matte and glare-free, but the whites and bright areas have a faint, silky gloss
- front and back: Aluminum layer + black polyethylene core 0.19 in.

• Photo Print On Aluminum Backing

- custom Formats from 3.6 x 3.6 to 94.4 x 48 possible
- color paper Fuji Crystal DP II, glossy+matte & black and white paper Ilford B/W, glossy+matte (papers are laminated)

ultraHD Photo Print On Aluminum Dibond (specialty see ultraHD Photo Print Under Acrylic Glass)

- custom Formats from 3.6 x 3.6 to 94.4 x 48 possible
- glossy and matte

• Fine Art Print On Aluminum Dibond

- Custom Formats from 3.6 x 3.6 to 94.4 x 41.3 possible
- 4 papers to choose from: Hahnemühle FineArt Pearl + Baryta, Canson Arches Aquarelle Rag + Rag Photographique

Direct Print On Brushed Aluminum (printed like Direct Print On Aluminum Dibond)

- custom Formats from 3.6 x 3.6 to 74.8 x 57 possible
- printed areas: matte surface without reflections + white and bright areas: metallic look in gold or silver

• ChromaLuxe HD Metal Print

- Custom Formats from 3.6 x 3.6 to 59 x 39.3 possible ChromaLuxe aluminum, glossy, 0.039 in. Thick
- photo printed on transfer paper using Fine Art Inkjet pigments, when using heat and pressure, the transfer is then vaporised into a special coating = thermal sublimation; for outdoor areas and bathrooms



Framed Prints

- Floater Frame
- o Gallery Frame
- Solid Wood Frame With Passe-Partout
- Solid Wood ArtBox
- Aluminum ArtBox
- Acrylic Print With Slimline Case
- WhiteWall Design Edition by Studio Besau-Marguerre
- Print With Pop Art Frame
- Shadow Box Frame
- **Now LIVE :** Changeable Magnetic Frame : <u>https://www.whitewall.com/us/framed-prints/changeable-magnetic-frame</u>



Canvas Prints

• Matte Canvas On Stretcher Frame

- Custom Formats from 11.9 x 7.9 to 74.8 x 50 possible
- Stretcher frame in 0.78 in., 1.57 in. and 2.36 in.
- two options for the edges: wraparound or mirrored
- high-resolution inkjet printing uses odorless, solvent-free Epson Ultrachrome® RS resin inks
- Classic canvas texture with matte surface

Glossy Canvas On Stretcher Frame

- Custom Formats from 11.9 x 7.9 to 74.8 x 50 possible
- Stretcher frame in 0.78 in., 1.57 in. and 2.36 in.
- two options for the edges: wraparound or mirrored
- Classic canvas texture with glossy surface

• Textile Print On Stretcher Frame

- Custom Formats from 11.9 x 7.9 to 59 x 47.2 possible
- Stretcher frame in 0.78 in., 1.57 in. and 2.36 in.
- two options for the edges: wraparound or mirrored
- Fabric texture with glossy finish: strong shimmer
- photo is reversed and printed onto transfer paper using Fine Art Inkjet pigments, then vaporized into the fabric using heat and pressure – dye sublimation process vaporizes the inks into the material



Photo Prints

• Photo Print On Fuji Crystal DP II

- Custom Formats from 3.6 x 3.6 to 94.4 x 48 possible
- 4 surfvaces to choose from: glossy, matte, silk and velvet
- add a UV-protective laminate for the glossy or matte surfaces
- o **ultraHD Photo Print (**Fuji Crystal Professional Archive Maxima) **+ Metallic ultraHD Photo Print (**Fuji Crystal Pearl)
 - Custom Formats from 3.6 x 3.6 to 94.4 x 48 possible

• Photo Print On Fujiflex High Gloss

- Custom Formats from 3.6 x 3.6 to 94.4 x 48 possible
- silver halide paper is 100% PET, which means it won't rip or yellow for 100 years
- high gloss surface, warmer base tone

• Photo Print On Ilford B/W Paper

- custom Formats from 3.6 x 3.6 to 94.4 x 48 possible
- matte or glossy, also available with lamination in matte or gloss
- also available with 'ultra HD sharpening' technology

Photo Print On Ilford Baryta Paper, 315g/m²

- custom Formats from 3.6 x 3.6 to 39.3 x 39.3 possible
- most durable photo paper, coated with barium sulfate, also known as "baryta"
- baryta texture with a silky shimmer, brilliant whites & deep blacks for perfect contrast
- also available with 'ultra HD sharpening' technology



Giclée Prints

- Hahnemühle FineArt Pearl
- Hahnemühle William Turner
- Hahnemühle Photo Rag
- Hahnemühle Torchon
- Hahnemühle FineArt Baryta
- □ Hahnemühle Photo Silk Baryta X
- **Canson Arches Aquarelle Rag**
- Canson Baryta Prestige II
- □ Canson Rag Photographique
- **Epson Fine Art Cotton Smooth Natural**
- **Epson Fine Art Cotton Textured Bright**
- **Epson Traditional Photo Paper**



Diverse Products

- Direct Print On Forex
 - Custom Formats from 3.6 x 3.6 to 74.8 x 57 possible
- Wood
 - Direct Print On Wood
 - Custom Formats from 3.6 x 3.6 to 39.3 x 31.4 possible
 - Photo Print On Wood
 - 18 Formats to choose from (between 4 x 6 and 20 x 30 in.)
- 5 additional shapes: Round, Hexagon, Octagon, 12 Sided Jewel or several Multi-Panel-Options
 - Photo Prints Under Acrylic Glass
 - ChromaLuxe HD Metal Print
 - Direct Prints On Aluminum Dibond
 - Direct Prints On Wood
 - Forex foam core
 - from 8 x 8 in. up to 39 x 39 in.
- Product samples
 - Sample sets or individual set



Coffee Table Book

□ 6 formats - from 28 - 200 pages :

- Portfolio A3 Portrait 10.6 x 14 in. (27 x 35.6 cm) only available with Inkjet
- Portfolio A3 Landscape 15 x 11.4 in. (38.2 x 29 cm)
- Gallery Square 11.4 x 11.4 in. (29 x 29 cm)
- Exhibition A4 Portrait 8.1 x 10.6 in. (20.5 x 27 cm)
- Exhibition A4 Landscape 10.6 x 8.1 in. (27 x 20.5 cm)
- Story Square 8.1 x 8.1 in. (20.5 x 20.5 cm)
- **3 covers:**
 - Hardcover glossy, silk-matt or printed linen
- □ 6 papers:
 - Inkjet glossy Fedrigoni Symbol Freelife Gloss (200 g/m²) + headband*
 - Inkjet silk-matt Inapa Galaxi Art Samt (170 g/m²) + headband*
 - Inkjet high gloss Fedrigoni Symbol Freelife Gloss (200 g/m² plus high gloss varnish) + headband*

*covers the binding and reduces the gap between the binding and the spine

- Photo paper silk-matt Fuji Crystal Archive Lustre (368 g/m²)
- Photo paper glossy Fuji Crystal Archive Glossy (382 g/m²)
- Photo paper deep matt Fuji Crystal Archive Velvet (370 g/m²)

□ 2 refined endpapers and inside covers:

In black or white



4. Test order:

Let's order a WhiteWall Acrylic Mini

- □ download the image file (will send it via e-mail)
- □ go to our website and choose the product WhiteWall Acrylic Mini
 - to find in 'Gifts'
- □ upload the image file
- \Box choose the size: 7.1 x 5.1"
- add to cart
- □ go to cart
- enter the voucher code: **welcometoMiami** and redeem
- □ go to checkout
- □ create and account or go to an already excisting one (e.g. <u>miami@whitewall.com</u>)
- □ enter the billing address
- proceed payment
- □ wait for our beautiful package to arrive
- □ unpack and enjoy :-)





THANK YOU !