



**ZERILLI  
STUDIOS**

The Smart Image Library

Our **PICK & DROP SYSTEM**  
is changing the way jewelry  
is photographed...

**forever**

**PICK  
AND  
drop™  
SYSTEM**



Call us at 313 567-4144

[www.zerillistudios.com](http://www.zerillistudios.com)



### **How it can help you!**

The pick and drop system provides you digital images that can be utilized across all lines of communications media. You will receive digital images that can be used in custom catalog production, promotional sales materials, website/internet applications and in-house inventory systems as well. Once the piece is shot and imaged... it never has to be photographed again.

### **Cost Savings!**

Imagine the next 5-10-15 catalogs, sales flyers, post cards... paying for design and printing only, and not having to pay for additional photography for any of the jewelry pieces. You get a digital photo library of your product line and you get unlimited usage rights to all of those images.

#### **Print Production**

All print work, including but not limited to: Catalogs, Sell Sheets, Magazine Ads, Brochures, Postcards, Posters  
Your graphic designer will love it, with our easy to use instructions and downloadable backgrounds.

#### **Web Development**

100% Compatible with any computer platform.

#### **Internal Image Inventory**

Perfect for internal use, image inventory, proposals and e-mail to customers. Your representatives have access to our server from anywhere, anytime and more.

#### **External Image Use**

Retailers can use the same database, by you providing them with a password eliminating the request for images for their advertising, also they are able to browse your full-line of jewelry.



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## Maximize digital technology to save tens of thousands in production costs.

Re think your Image Distribution Strategy

Pick and Drop is Zerilli Studios Innovative and State of the Art System of Digital Jewelry Imaging, Archival and Image Distribution.

The Pick and Drop program has changed the way that jewelry is photographed, utilized and distributed forever, while providing vast potential savings in long term photography and image production costs.

Unlimited, multi-purpose use – No need to re-photograph the same piece twice... ever! Once your jewelry product line is Custom Imaged... You can then distribute high quality digital images of your product line for use in many ways including; corporate websites, premium quality print catalogs and sales promotional materials, e-commerce sites, co-op advertising programs, e-catalogs, TV commercials, in-house inventory and more. The power and versatility of the Pick and Drop System will help your company utilize your digital library in ways that will maximize your sales and new business opportunities.

### Jewelry Manufacturers: Maximize Your Opportunities!

We will Provide your retailers and customers with password protected: direct and easy access to the digital images of your product line. Making it easier for your retailers and distributors to promote your products through catalogs, sales materials and on-line vehicles benefits you and your sales efforts.

Dramatically Reduce product photography costs: Once the piece is shot and imaged... it never has to be photographed again. Take advantage of this technology and extend your company's product line in ways never before possible. Assist your retailers to Sell More of your products with this innovative sales and marketing system.



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## **Jewelry Retailers: Create sales and promotional materials easier and more cost effectively with our digital image system!**

Imagine how easy it would be to produce your next catalog or sales promotion if you were provided high quality digital images that you could use in your printed piece, no photography hassles and best of all no photography costs.

How nice it would be to go to an area online and display an image to your customer of a piece of jewelry that you are out of stock of but would like to show and sell any way?

How about this...If you could have your manufacturers provide you with pre-designed and sales promotional materials that all you have to do is customize with your company information and print? Would that work for you?

These scenarios are real and these marketing activities are happening today... contact your jewelry manufacturers and make them aware that you could sell more of their products if they provided you with this system.

## **Jewelry Designers: Promote your products more effectively with our Pick & Drop System!**

### Promote your Products

Our innovative Digital Image Program; Pick & Drop can help you provide your retailers and distributors high quality images of your products for their use in catalogs, sales promotional materials and internet applications.

### Introduce new Products

Through our high quality digital image distribution program, you can distribute images of your new not yet produced products to your customers.

### Control your Images

This program provides you the Jewelry Designer with total control of who has access to your images, you provide password-protected access to your customers.



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**Pick & Drop is cost effective, think of all the possibilities & versatility.**

ftp

www

### **Image Versatility**

Utilize the same jewelry image in multiple pieces by changing out the backgrounds and varying the setting and position on the piece. The versatility and cost savings of this system will be realized immediately.

### **Security**

Your digital library is secured by a sophisticated password encrypted system that will only allow access to whom you see fit. You have total control of how exactly your images are distributed.

### **Format**

The Pick and Drop System produces images in multiple formats for maximum application and usage. High resolution JPEG's for use in print pieces, low resolution JPEG's for use with internet applications and Adobe PhotoShop (.PSD) layered files for shadow, background and color manipulation.



Access  
your inventory  
**24/7**

e-mail

