

ROYAL PHOTOGRAPHICS, INC.

OUR COMPANY HISTORY

1985: The company was founded in 1985 in Washington, New Jersey. In that year we became one of the first school portrait companies in the nation to develop a successful underclass proof portrait program.

1992: Royal Photographics developed a system that enabled order collection from parents using postage paid mailers.

1994: Our company was the first portrait company in the nation to move almost entirely to the use of proofs in the underclass portrait market.

1995: This year we developed our industry exclusive make-up day notification program. Using this program we are able to notify parents of make-up day via a mailed postcard while the school receives a list of the children requesting make-up portraits.

1997: This year saw the launch of our company web site www.schoolportraits.com. This web site became a major contributor to improving our customer service and communications with our customers.

2000: With input from our school clients we developed our "Teacher's Pack" program. This program simplified the distribution of flyers plus it helps better notify students and their families of portrait day. A school secretaries dream!

2003: Royal Photographics launched a new business brand and web site www.idsrequired.com catering to the growing needs of schools for positive and durable ID cards for their faculty and staff. We now offer some of the most durable and beautiful ID card available.

2004: Royal Photographics becomes the first school portrait photographer in the nation to offer high resolution CD-Rom with copyright releases in place of traditional paper based school portraits.

2004: Robert Kerr the President of Royal Photographics, Inc was elected to the board of directors of The Professional School Photographers Association International (PSPA). The PSPA is a division of the Photo Marketing Association (PMA), which serve over 18,000 members in 100-plus countries.

2005: We are the first company world wide to offer school portraits in true digital form on a USB Mobile MiniDrive. Real Plug-N-Play Portraits!

2007: Robert Kerr the President of Royal Photographics, Inc was elected President The Professional School Photographers Association International (PSPA).