



## **Products on White Photography – Illinois SBDC at ICNC**

### **How long have you been in business?**

Products On White Photography has been in business for 4 years this July.

### **Our Story**

Every business that sells online needs simple photos of their products on a white background for their websites. The problem is getting these simple photographs is not as easy as it seems. Many small business owners start by taking their own pictures. After a lot of trial and error they typically give up or just go live with sub-standard images. When placed side by side with their competition, it becomes quickly apparent that bad photography hurts their brand image and sales, so they start looking for other solutions. The next step is to hire a traditional commercial photographer.

Back in 2010, Paul and I, as freelance commercial photographers, started getting a lot of calls for these types of “products on white background” images. Despite the fact that the actual photography was fairly straightforward, it was complicated by the production and cost. A typical day of shooting starts at \$1500 and production can be very long, involving pricing negotiations and lots of back and forth planning. For a small business with only a few products, this seemed absurd.

From this, Products On White Photography, aka POW, was born! We created a business that only photographs products on white backgrounds eliminating all the production complexities and added cost. By focusing on only one niche, we can now flat rate our service, shorten and guarantee turn around times and streamline the shooting process.

### **Most Recent Accomplishments**

Over the last 4 years, we have been developing online workflows and have been refining our photography process to create the highest quality product photo with consistent results. For our customers, we’ve developed the easiest online ordering system on the market at half the 1/2 the rate of a traditional photographer. As of today, we’ve shot for over 500 different businesses all over the US and delivered over 15,000 final images with revenue nearly doubling every year.

### **Biggest Challenges**

One of our greatest challenges was developing an online workflow that will allow us to scale to manage the production process even more efficiently, enhancing the user experience. Only



recently, with the help of the ICNC/SBDC Director Emily Lo, we have been able to secure the funding to take this next step and develop this special system. This is a huge step for the company and will help us take the leap from small boutique photography studio to an agile tech start-up that can efficiently handle the orders of thousands of customers.

Try us out today at [www.powphotography.com](http://www.powphotography.com).