

## **PRESS RELEASE FOR IMMEDIATE PUBLICATION**

### **Perfect-Pixs Appoints BKA Photo USA Distributor**

#### **Affordable Digital Photographic Reference Cards for Photo Dealers and Digital Photographers**

Perfect-Pixs colour rendition, gray tone and custom white balance cards are now available to the photo retail trade at large in the USA.

BKA Photo (Brandess-Kalt-Aetna Group) has been appointed as the sole distributor for the entire family of Perfect-Pixs products in the USA. Perfect-Pixs products are easy to use visual color references at an affordable price and are designed to last for years without fading or color shifting.

***Hamilton , Ontario, Canada – October 15, 2007*** – The Pixel Place officially announced today that BKA Photo (Brandess-Kalt-Aetna Group) has been appointed as the sole distributor for the entire family of Perfect-Pixs products in the USA.

Chris Wade announced today "The Pixel Place is very excited about BKA Photo joining our growing network of international distributors. BKA Photo is a major photo channel market force in the USA. With BKA Photo at the helm in the USA , we are confident that our product line will be professionally represented to the retail trade."

Mr. Wade added "This is a breakthrough for dealers and digital photographers since now for the first time affordably priced color, gray tone and utility reference cards are widely available to the middle digital photographic marketplace." Perfect-Pixs products are now available from distributors and dealers in the USA, the UK, Canada, Australia and New Zealand.

Perfect-Pixs is a complete family of award winning colour rendition, gray tone and custom white balance cards. Initially created to use as teaching aids and to provide artists and photographers with known color references, Perfect-Pixs products are easy to use visual color references at an affordable price. Perfect-Pixs Color cards use the colors and tones required by digital photographers for image capture, display and printing. Printed using archival inks on premium substrates, Perfect-Pixs cards are designed to last for years without fading or color shifting when properly handled and cared for.

Perfect-Pixs cards give digital photographers known references necessary for monitor brightness and contrast adjustment, visual monitor color adjustments, provide photographic gray points that make Perfect-Pixs ideal for exposure measurement with calibrated and uncalibrated digital cameras, provide white

balance references and provided known color references for image color adjustments when editing and printing.

### **About The Pixel Place**

The PIXEL PLACE has been serving artists, photographers, businesses, institutions and individual customers since March of 2002. The Pixel Place produces digital prints of all kinds in a closed loop fully colour managed environment using archival inks on a variety of premium substrates.

The Pixel Place launched the Perfect-Pixs product line in January 2006. Perfect-Pixs products are now available around the world from a growing network of distributors and photo retailers.

*Perfect Pixs Products are distributed in:*

- Australia by Vanbar Imaging, [www.vanbar.com.au](http://www.vanbar.com.au)
- Canada by Nadel Enterprises, [www.nadel.ca](http://www.nadel.ca)
- New Zealand by Lacklands Ltd., [www.lacklands.co.nz](http://www.lacklands.co.nz)
- United Kingdom by Newpro UK, [www.newprouk.co.uk](http://www.newprouk.co.uk)
- United States of America by BKA Photo, [www.bkaphoto.com](http://www.bkaphoto.com)

For more information visit our website at [www.perfect-pixs.com](http://www.perfect-pixs.com) or contact [chriswade@pixelplace.ca](mailto:chriswade@pixelplace.ca)

### **About BKA Photo (Brandess Kalt Aetna Group, Inc.)**

BKA is a premier photo distributor carrying a full range of products to enhance both traditional and digital photography. The more than 55 year old company serves retail customers in all fifty states and internationally, carrying merchandise ranging from small accessories to specialty professional equipment. A centrally located warehouse in Chicago allows shipments to be received quickly throughout the country. A fully trained professional sales team, both inside and on the road, ensures customer satisfaction.

BKA is committed to being the best provider of a broad range of highly profitable imaging products appealing to both amateur and professional photographers, continually providing new products to ensure customers are always on the cutting edge of photography, and to doing so with a dedicated focus on quality, value and service.

For more information, please visit BKA's website at [www.bkaphoto.com](http://www.bkaphoto.com) or email [bkaservice@bkaphoto.com](mailto:bkaservice@bkaphoto.com) .