

## Artinsure Photographer

Artinsure has pioneered a new specialised product for the photographic market - Artinsure Photographer. Until the introduction of Artinsure Photographer, there has been no comprehensive insurance product for professional and enthusiast photographers, as well as videographers.

Many photographers are not aware that most policies are not comprehensive and do not offer full coverage due to the specialist nature of their equipment. In fact an ordinary 'all risk' policy will not cover the normal risks that photographers encounter and could leave them exposed and out of pocket.

True to our core value added offerings, Artinsure Photographer offers expert advice and knowledge of the photography market, specialist repairs and replacement, as well as a tailored offering to meet the unique needs of the market.

### The key coverage headings are:

1. Theft of the property insured (when not from a vehicle)
2. Theft of the property insured when from a vehicle
3. Accidental damage to the property insured
4. Hire of equipment
5. Accidental damage to or theft of your portfolio
6. Accidental damage to or theft of your film stock
7. Deterioration of film stock
8. X - ray scanning
9. Processing loss
10. Accidental damage resulting in reshoot costs\*
11. Accidental damage to or theft of property at exhibitions\*
12. Unwitting handling of stolen photographic equipment
13. Public liability\*

\* Only apply to Professional Photographers



Underwritten by Hollard Insurance



### Top 10 Frequently Asked Questions

#### 1. Why does photographic and electronic equipment need to be separately insured?

We provide comprehensive cover against physical loss or damage to the equipment on a worldwide basis. Standard policies are not comprehensive and do not offer full coverage due to the specialist nature of photographic equipment. An ordinary 'all risk' policy will not cover all the risks that photographers encounter and could leave them exposed and out of pocket.

#### 2. Why doesn't the domestic or commercial policy cater for the client's needs?

Photographers have found great difficulty in securing appropriate cover as the extension to domestic policies lead to lack of cover in view of business use, unattended vehicle cover and worldwide exposure. There is a high degree of dissatisfaction with the insurance industry in this sector in view of the poor response to claims.

#### 3. What is the process to get a quote?

We work closely with brokers and their clients to ensure delivery of the best solution. Please e-mail us the values, risk

address, security and relevant claims record and we will provide a same day quotation.

#### 4. What do we do if our client has a claim?

Our claims process is our expertise. Let us know as soon as possible (the earlier the better to minimise loss) and we will take over the process with the key aim of making this a smooth process that returns your client to the same financial position they were in prior to the claim.

#### 5. What happens if an insured item is damaged or stolen?

It will be sent to South Africa's leading photographic equipment provider Orms ([www.orms.co.za](http://www.orms.co.za)) to manage the repair process. If it is not repairable, a total loss is declared and Orms will supply a replacement of the same brand and specification. If equipment is stolen, Orms will supply a replacement of the same brand and specification.

#### 6. Is there a policy excess?

Yes, we have standard policy excesses which are detailed in the policy.

#### 7. Can you insure all types of equipment?

Yes, all equipment used by the photographer in pursuit of photography

can be covered. This includes camera, video, computer equipment, lighting, props, portfolios, image capture media and electronic equipment.

#### 8. How expensive is it?

Most photographers take care of their property and usually employ higher than average levels of security. Our unrivalled expertise in this area, allows us to offer extremely competitive pricing.

#### 9. Is there a minimum sum insured?

No, there is not but we do apply minimum premiums of R298 monthly.

#### 10. What commission do you pay and do you charge policy, administration or debit order fees

All premiums quoted contain a 20% commission payable to the broker. We do not charge additional fees. Brokers with whom we deal may charge additional declarable fees.

### Preferred Supplier

Artinsure serves a wide range of clients from the enthusiast to top professionals, through brokers. Specialist skills offered by trained experts have ensured that Artinsure is the preferred insurance provider for photographic equipment and is endorsed by leading associations, camera clubs and equipment suppliers.

If you'd like to know more about Artinsure, visit our website at [www.artinsure.co.za](http://www.artinsure.co.za).

Or Call 086 1111 096

E-mail [Gordon@artinsure.co.za](mailto:Gordon@artinsure.co.za)



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Art, Collectables  
and Valuables

[www.artinsure.co.za](http://www.artinsure.co.za)

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Authorised Financial Services Provider FSB License Number 36954



## Artinsure – insuring art collectables and valuables

Artinsure is a specialist underwriting manager focussed on the insurance needs of the art, antiques, collectables and valuables world. Together with our specialised products and professional claims service, Artinsure offers an international network of valuers, restorers and conservators.

With over 25 years of experience, Artinsure prides itself on being South Africa's leading art, antiques, collectables and valuables specialist. We offer your clients choice, personalisation and flexibility in insuring their precious items and assets.

### Claims Value Expertise

As these items are unique, specialist skills are required to ensure customers' needs are met in the event of a claim. This is the expertise and skill offered by Artinsure.

The highest frequency of claims activity in the collections market is from accidental and water damage. We have successfully resolved these matters for the clients. Theft occurs at a lower frequency but higher impact which requires specialist recovery skills.

Fine Art and collectable claims are not standard asset claims. In addition to our expertise and experience in resolving art claims, Artinsure employs trained specialist adjusters, restorers and recovery agents, together with an international network including Interpol, FBI, Scotland Yard, Art Loss Register and Trace.

### Understanding the market needs

We know how art is valued and what impacts on this value and therefore meet the actual loss. With this understanding comes knowledge of the risks in this market. This puts us in the unique position of understanding exactly how art and collectables can be impacted and we are able to set highly competitive premiums.

Our expertise can be relied upon to give your clients a proper valuation and the cover they need. Without this, your client may find themselves underinsured or without any cover.

Artinsure is locally based but has international levels of capacity and being a UMA, there is direct access to decision makers. This allows us to respond to claims and cover requirements without delay.

What differentiates us in the market is that we put the client back in the exact financial position they were in prior to the loss by working on the actual value of the item.

This means that we know when an item cannot be replaced, or when restoration impairs value and we know that the loss of an item in a set does not proportionally reduce the value. The client has the right to decide on indemnity and declare the item a total loss.

In fact, since our launch in 2007 we have met all claims fully and satisfied the client's financial loss. Ask us to provide a quote and we will respond within twenty- four hours with a solution that meets your needs.

Artinsure covers items from paintings and jewellery to books and sporting memorabilia.



## Top 10 Frequently Asked Questions

### 1. What is the process to get a quote?

Artinsure will work closely with brokers and their clients to ensure delivery of the best solution. If available, please e-mail us the values, risk address, security and relevant claims record and we will provide a same day quotation, alternatively we will work with you to get this information, especially valuations.

### 2. Is there a minimum sum insured?

No, but we do apply minimum premiums of R298 monthly.

### 3. Why do the arts, collectables and valuables need to be separately insured?

It is likely that your clients' insurance policies are not sufficient to replace their art, collectables and valuables collection if lost, stolen or damaged. Most personal lines policies have a limitation on how much of the whole Sum Insured can comprise arts - and buying adequate theft cover under a commercial policy can become prohibitively expensive. Works of art, collectables and valuables are unique and therefore cannot be subject to the replacement conditions offered in standard insurance policies. Even where professional restoration is possible, damage to any item devalues it immediately. By taking advantage of Artinsure's specialised products, collectors can ensure their financial interests in their appreciating assets, are fully protected and dealers can fully insure the exposures arising from their highly valuable and one of a kind stock.

There are many differentiators that our product provides, including the fact that under our policy, the client has the right to decide on indemnity and declare the item a total loss. The product is not subject to average and the client does not need to add these items to an all risks schedule and pay exorbitant theft rates.

### 4. How do we get valuations?

We have a panel of valuers covering a comprehensive and extensive range of collectables, which your client can access for their own account in order to obtain valuations.

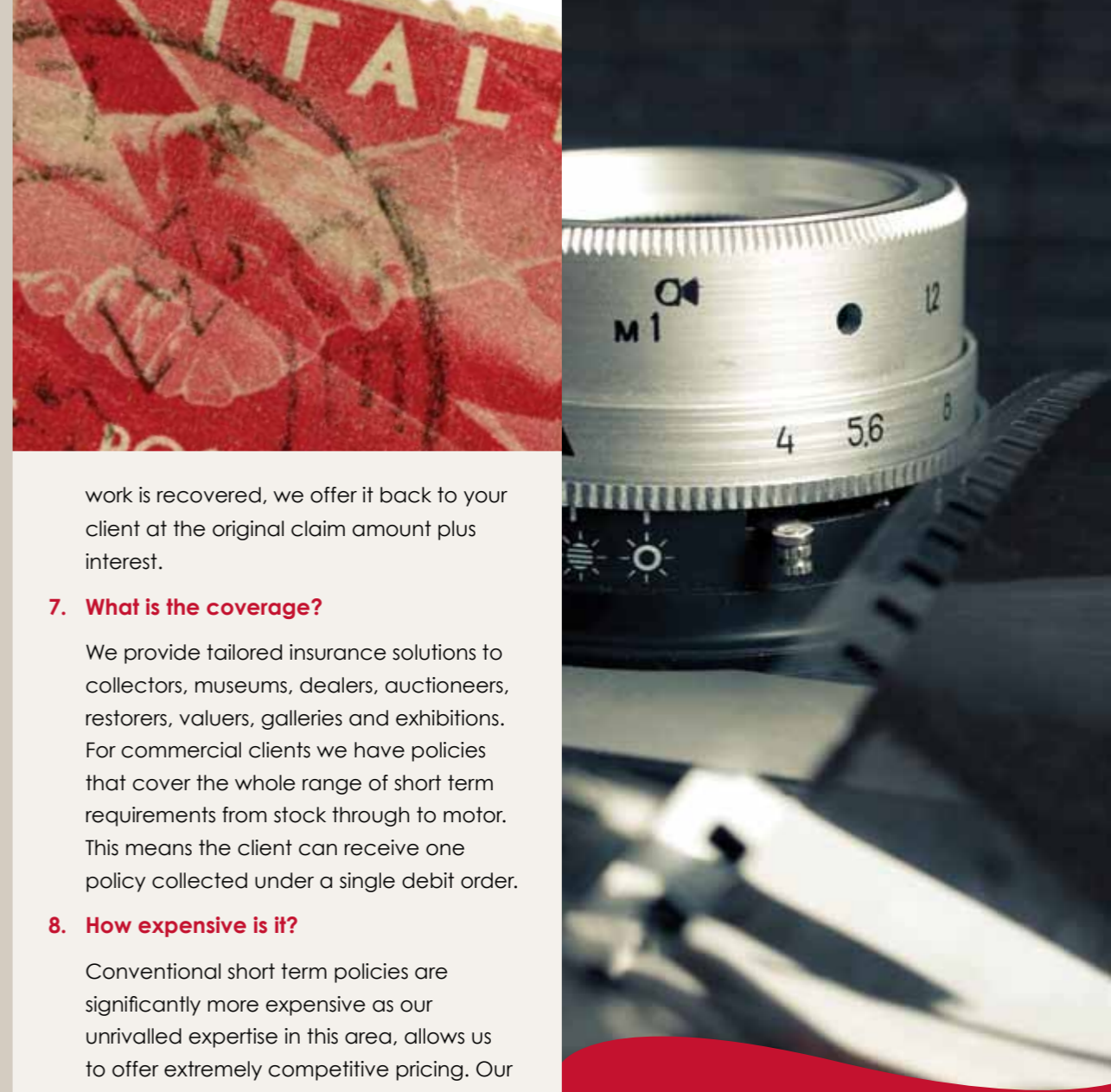
### 5. What do we do if our client has a claim?

Our claims process is our expertise. Let us know as soon as possible (the earlier the better to minimise loss) and we will manage the process with the key aim of making this a smooth process that returns your client to the same financial position they were in prior to the claim.

If the asset is damaged, we collect it immediately and take it to one of our extensive panel of international and experienced restorers. It is important to note that your client has the option to declare it a total loss and take the agreed value.

### 6. What happens if an item is stolen?

If the asset is stolen we pay the amount due according to the basis of settlement. We then begin the recovery process. If the



work is recovered, we offer it back to your client at the original claim amount plus interest.

### 7. What is the coverage?

We provide tailored insurance solutions to collectors, museums, dealers, auctioneers, restorers, valuers, galleries and exhibitions. For commercial clients we have policies that cover the whole range of short term requirements from stock through to motor. This means the client can receive one policy collected under a single debit order.

### 8. How expensive is it?

Conventional short term policies are significantly more expensive as our unrivalled expertise in this area, allows us to offer extremely competitive pricing. Our quote to order ratio of 60% supports our view that our product is good value for money.

### 9. Is there a policy excess?

Collections are insured without a policy excess. Commercial policies have standard policy excess of R2 500. (Unlike general policies there is no percentage.)

### 10. What commission do you pay and do you charge policy, administration or debit order fees?

All premiums quoted contain a 20% commission payable to the broker. We do not charge fees in addition. Brokers with whom we deal may charge additional disclosed fees.

### Preferred Supplier

Artinsure serves first time buyers to the world's most respected collectors and museums. Artinsure is the preferred insurance provider of the Everard Read Gallery, The Goodman Gallery, Michael Stevenson, The Johannesburg Art Fair and The Iziko Museum.

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[www.artinsure.co.za](http://www.artinsure.co.za)

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