

The Online Photo Printer FotoInsight Expands to Scandinavia

Increasing competition in the photo printing market entices product innovation and improvements in quality. A leading Anglo-German photo service is arriving Denmark and Sweden.

November 30, 2009 (FPRC) -- Århus, Göteborg and Cambridge. 1 December 2009. – FotoInsight has been offering photo processing and a range of gift items to consumers and businesses in Europe through its website since November 2003. Now the company announced the start of its Danish and Swedish services FotoInsight Nordic. Over the its first six years the business has expanded, selling photographic paper prints in the UK and 30 European countries in seven languages. The Cambridge company started a German operation in June 2005, Italian in October 2005 and Spanish in February 2006 and French in April 2007, apart from its original English language services. Each of the international web-services is covered by a web- and customer service team with native speakers. Quality and a speedy delivery all over Europe are achieved by the use of six strategically located production sites, to ensure that all photo gift orders placed before the 14th of December will be delivered in the UK and Ireland in time for Christmas.

FotoInsight Ltd Managing Director Klaas Brumann said: "Denmark and Sweden have a highly developed market for digital photography with particularly demanding consumers. Over the years FotoInsight has gained a many loyal customers in Scandinavia through our English language services. Our experience shows, that FotoInsight's quality and the advanced PHOTO BOOK concept have a lot of potential. We will approach the market with new product ideas and believe that our continuously high quality will appeal to Danish and Swedish users." FotoInsight develops photos using patented lab- and print-technology. Together with its international website FotoInsight serves customers in all Western and most Central European countries and has become one of the leading photo services in Europe.

According to the FotoInsight management, the online service stands out for the many conveniences it provides to its customers, who can upload most digital image formats and even entire ZIP and RAR compressed folders through an Active-X site for photo calendars and printed photo books. In addition, FotoInsight caters for all mayor operating systems, including Macintosh as well as Firefox and Chrome browser users with special upload facilities with no need for additional software. From the technology cluster in Cambridge Brumann comments: "Photographic memories must never fade. FotoInsight is proud to provide the infrastructure and conveniences to preserve memories in vivid colours."

About FotoInsight Limited

FotoInsight Limited was founded in Cambridge in 2003 and runs an easy to use digital photo processing service for Windows, Mac OS and Linux users, offering an extensive array of award-winning photographic print and photo gifts as well as the photobooks, photo poster and photos on canvas printing. Prints ordered through FotoInsight are developed at five state of the art photo labs in three countries. The online photo service has grown year on year faster than the photo

processing industry and has expanded its services in seven European languages in 32 countries.

FotoInsight Limited
Klaas Brumann, Lic Eco, MBA. MD.
9 Moore Close, Cambridge, CB4 1ZP
Skype fotoinside
Email: pr (at) fotoinsight.co.uk
Tel. 08700 114911
Fax 08715 601675

Contact Information

For more information contact Catalina Martínez of FotoInsight Ltd. (<http://fotoinsight.com/>)
+1 202 4703242

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