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ALBELLI ACQUIRES BONUSPRINT

Leading European photo book specialist Albelli – www.albelli.co.uk – has acquired Bonusprint as part of its continuing expansion in the online photo product market.

Bonusprint and its website – www.bonusprint.co.uk – become part of the Albelli company portfolio with immediate effect following the deal for an undisclosed sum.

The deal follows Albelli's acquisition last month of Edinburgh-based www.fotobook.co.uk.

Albelli UK spokesman Keith Hanson added: "We are always on the lookout for great opportunities to expand our business and teaming up with Bonusprint provides just that.

"Bonusprint is a well-recognised, respected and loved consumer brand in the UK and we are confident that its customers will enjoy the greater range of products and the improved creation software that will soon be available to them."

Albelli plans to offer Bonusprint customers a new online photo product shop at the same www.bonusprint.co.uk address, which will feature an enhanced range of products including digital photos, photo books, calendars, diaries, posters, canvas prints and gifts.

Founded in 1965, the Hertfordshire-based company has been offering customers the best possible quality and value for 45 years, during which time it has evolved from black and white to colour photo processing by post right through to the online digital revolution.

Anthony Ward, CEO of Bonusprint's former owner Grunwick, said: "We are delighted to have joined forces with Albelli and its parent organisation, Albumprinter. Teaming up with one of Europe's leading photo book companies

will enhance the services we provide to our customers and will significantly grow the Bonusprint brand.

“Photo books are a fast-growing product category for Bonusprint and with the marketing expertise, intuitive software tools, product range and quality of Albelli, we will be in an even stronger position to offer our customers a great user experience and high quality, lifelong memories.”

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Note to Editors:

Albelli is the Albumprinter European photo book consumer brand, currently operating in the Netherlands, Belgium, UK, Germany, France, Spain and Italy.

Founded in 2003, Amsterdam-based Albumprinter B.V., with offices in Amsterdam (The Netherlands), is a European leading photo book provider, which includes creation software, printing, finishing, fulfilment, marketing support and customer care. See www.albelli.com

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