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ALBELLI ACQUIRES FOTOBOK.CO.UK

Leading European photo book specialist Albelli – www.albelli.co.uk – has acquired Edinburgh-based Fotobook.co.uk as part of its continuing expansion plans in the online photo market.

Fotobook.co.uk becomes part of the Albelli company portfolio with immediate effect, with Fotobook's customers being redirected to www.albelli.co.uk for a special introductory HALF PRICE OFFER on Albelli's comprehensive range of photo books, calendars, canvas prints, diaries and greeting cards.

Welcoming the deal, Albelli UK spokesman Keith Hanson said: "As one of Europe's leading photo book specialists we are always on the lookout for great opportunities to expand our business and fotobook.co.uk provides just that.

"Fotobook.co.uk has a loyal following and we are confident that its customers will now enjoy the even greater range of products provided at albelli.co.uk, as well as our special introductory offer to welcome them aboard."

The deal, for an undisclosed sum, marks an impressive five-year journey for fotobook.co.uk and its owner, Edinburgh-based commercial printer DTP.

"When we started fotobook.co.uk we were curious to see if we could make a success of selling photo books online, which we have done," said DTP owner Alun Joseph.

"However, we felt we had taken the business as far as we could and Albelli is ideally placed to grow it even further. At the same time, we know that our loyal base of great customers will be in safe hands."

DTP now plans to concentrate on its core commercial printing business.

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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) and Cologne (Germany), is a European leading photo book provider, which includes creation software, printing, finishing, fulfilment, marketing support and customer care.

For more information:

Contact Simon Mowbray at simon@standfirst.co.uk or on 07946 732444

Or

Mervyn Edgecombe at merv@standfirst.co.uk or on 07831 240626