

One in Three People Have Lost Their Digital Photos

Submitted by: Carrot Communications

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01 April 2008 – Today's generation will have no memories stored on photos warns CeWe Color, Europe's largest photo company, after a survey found that one in three (31 per cent) of 16-24 year olds have lost or accidentally deleted their digital images.

The survey found that (86 per cent) of us do not print out all of our digital pictures at all but often leave them languishing on computers, mobile phones or digital cameras to be forgotten, lost or deleted.

Digital photos are increasingly being left in storage although the poll found that most people still prefer to look back on their pictures in print (48 per cent) rather than digital format (31 per cent).

Looking at photos could be problematic in the future unless photos are printed out or put in to photo books.

Andrew White, Internet Sales Manager, CeWe Color, believes that one of the main reasons why so many digital images are stuck on CDs, USB sticks and other storage devices is because people do not have a convenient way of turning them in to prints and albums. "The survey shows that most people prefer prints but because so many of us lead a hectic lifestyle, this often gets over looked. We tend to think that they'll be safe indefinitely on a CD or a memory stick, but this isn't necessarily true and there's always the real risk that they can be lost, or the media on which they are stored becomes obsolete in the future, with no way to access the photos.

CeWe Color has solved the dilemma by combining the convenience of digital with the satisfying finish of print. By using the digital photos stored on a PC, digital camera or phone, together with the special CeWe photo order assistant, people can select and order prints very easily or create professional-quality photo books and prints in next to no time.

The downloadable CeWe Photo World software allows users to easily sort there images chronologically, by event, file name or even colour and then choose from a large range of print sizes, or create photo books with their own unique layouts and designs.

"Photo books combine the best of both worlds. With just a little bit of dragging and dropping, you can turn pictures that you'd seldom see again in to a pristine, professional photo book that captures all your favourite memories from a special event or time. You can even customise them with your own text or message beneath each picture, and receive them by post in as little as three days," adds White.

CeWe Photo Books are available in four sizes and with various cover styles, including: faux leather; premium linen; hardback; and soft cover. Prices range from £5.99 to £70.

The survey was commissioned by CeWe Color and conducted by GfK NOP. One thousand and one adults aged 16 or over were interviewed between March 7 and March 9 2008. Data was weighted to bring it in line with national profiles.

For more information on CeWe photo books, see www.cewe-photobook.co.uk.

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Note to editors:

If you are a journalist and you'd like to try a photobook for yourself, please call George White or Kate Hartley at Carrot Communications on 020 7386 4862 or email george.white@carrotcomms.co.uk, for a free trial for media.

About CeWe

CeWe Color is Europe's largest photo finisher with a market share of more than 40 per cent. The company is Europe's leading white-label supplier to traditional and online retailers and system providers. It has more than 60,000 retail partners in 19 European countries.

The company's current retail clients include: Aldi, Nokia, Boots, Lloyds Pharmacy, Jacobs and WH Smiths.

CeWe Color recorded a turnover of €431.1 million in 2006. Every year, the company invests between €25-30 million in innovative photofinishing technologies.

Further press information:

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