

Cambridge internet business is the best online photo printer in Germany

Submitted by: IITM LLP

Friday, 26 October 2012

Cambridge Company FotoInsight Ltd is the best online photo print service in Germany according to Europe's largest consumer advice magazine "test".

Cambridge. 26 Oct 2012. - Europe's largest consumer test and advice magazine "test", issued by the product testing foundation "Stiftung Warentest" has tested glossy photo calendars (<http://fotoinsight.co.uk/calendars.html>) from 12 online photographic print services in its October 2012 edition and FotoInsight Ltd of Cambridge came out on top.

FotoInsight's Managing Director Klaas Brumann states: "FotoInsight's export sales have consistently risen from 70% in 2008 and 2009 to 83% of revenues the current year. Our entire growth is due to increased sales to the more dynamic economies in Scandinavia and in the Eurozone."

FotoInsight Ltd prints with CEWE COLOR AG in Germany and CEWE COLOR LTD in the UK. Generally photo services printing with CEWE (<http://fotoinsight.at/cewe-fotobuch.html>) COLOR were recognised by the testing foundation to offer a bigger choice and a higher and more consistent print quality than other photo services tested (source: www.test.de/Fotokalender-Zwoelf-Fotodienste-im-Test-4446633-0/ (<http://www.test.de/Fotokalender-Zwoelf-Fotodienste-im-Test-4446633-0/>)).

Mr Brumann adds: "The photo printing business is very sensitive to the consumer's willingness to holiday and spend. It lags the economic cycle by about six months. FotoInsight is unable to rely on its UK and Irish (<http://fotoinsight.ie/>) business alone, needing growth in markets where the economy is still growing. Companies, regardless of their size, should treat the Common Market as what it says in its name. Though this may require hiring staff able to speak other European languages, which the British school system is increasingly failing to provide."

Export driven businesses tend to be run by more flexible business people, which often allows them to thrive in recessions; but Brumann warns: "Only try to sell in Europe if your quality is top-notch."

Note:

FotoInsight offers British and European consumers easy to use, online photographic printing services and innovative photo print products like photo books, photo paper albums (<http://fotoinsight.ie/cewe-photobooks-photographic-paper-albums.html>), personalised Advent calendars (<http://fotoinsight.co.uk/calendars-chocolate-advent-calendar.html>), individual calendar prints and many photo gift ideas.

About FotoInsight

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. It offers an extensive array of award-winning photographic print and photo gifts as well as photo books (<http://fotoinsight.co.uk/cewe-photo-books.html>), photo

posters and photo canvas printing (<http://www.photo-canvas-printing.co.uk/>). Prints ordered through FotoInsight are developed at five state-of-the-art photo labs in four 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 thirty-two countries.

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