

## Cewe: Innovations for new target groups

# Ideas for photo printing

Europe's leading imaging services provider, Cewe, has launched a number of brand-new products aimed at the full breadth of the market, from entry-level to premium. In time for the Holiday Season, the company is looking to persuade even more customers to preserve their personal memories as high-quality Cewe print products, and naturally also to please their loved ones with photo gifts for Christmas. One particularly innovative product is the Cewe Photobook Pure, that makes it easy for smartphone photographers to create and order attractive photo keepsakes in seconds.



*Using the dedicated app, smartphone photographers can design and order the new Cewe Photobook Pure with only a few finger tips.*

"The Christmas Season is by far the most important time of the year both for us and for our retail partners," said Thomas Mehls, Cewe's Board Member responsible for marketing. "Cewe earns more than 90 percent of its profit in the fourth quarter and, for the retailers, too, the year's economic success is dependent on the Holiday Season. That's why Cewe comes up with new high-quality print products and comprehensive marketing activities to arouse the enthusiasm of consumers. With the Cewe Photobook Pure, we also want to win customers who use predominantly a smartphone to take their pictures."

### **The fastest Cewe Photobook**

The new Cewe Photo Pure is indeed outstandingly suitable for young – but not only young – customers who want to preserve their memories of enjoyable events and share them with others, but at the same time do not want to invest too much time. For this reason, Cewe has developed a separate app for this new product with which the Cewe Photobook Pure can be designed and ordered at the drop of a hat.

All the customer has to do is to select 22 snapshots from the smartphone's camera roll. The app then fills up the Cewe Photobook Pure in no time at all by placing a photo on each of the 22 pages with a format of 15 x 15 cm. The user then simply adds a text for the title and possibly also a short dedication on the first page, and can also switch the sequence of the photos. After



*An embossed, special-effect finish with gold or silver elements is now also available for Cewe Cards and Cewe Calendars.*



entering the personal data and selecting the retailer, the ordering procedure is complete. The Photobook can be delivered either to the selected store or directly to the home address. "The easy ordering procedure makes the Cewe Photobook Pure an ideal product for keeping memories even of the smaller joys of life such as an evening with friends, an interesting excursion or a sports event," explained Mehls. "It also makes an ideal gift, say, for thanking the host for dinner. With a recommended retail price of 14.95 euros, it doesn't cost any more than a small bunch of flowers." Nevertheless, the quality of the product is truly excellent: The Cewe Photobook Pure is digitally printed on matte white paper and comes with a hard cover in a stable slipcase. The ability to order a Cewe Photobook Pure is also integrated into the Cewe Photostation, where it replaced the old Cewe Photobook Editor. "We have learned that customers don't want to spend too much time at the Cewe Photostation designing a sophisticated Cewe Photobook," explained Mehls. "For the Cewe Photobook Pure, on the other hand, you need only 22 good pictures and a couple of finger tips. It's a great opportunity to make new target groups interested in the Cewe Photobook, especially if the staff in the photo store draw the customers' attention to this new option."



*The Cewe Photobook Pure is delivered in a stable, natural-design slipcase.*



*Cewe Board Member Thomas Mehls: "With the Cewe Photobook Pure, we also want to win target groups who use predominantly a smartphone to take their pictures."*

### **More attractive finishes**

There are, of course, also a number of new designs for the more lavish Cewe Photobooks. For the hard cover of the Cewe Photobook, for example, customers also have the option of an embossed, special-effect, gold or silver finish, even with extensive backgrounds. For this, around a dozen designs and structures are available, for example wood or leather look, some of which can also be continued throughout the entire Photobook.

These refinings are now also available for other Cewe Photobook formats such as Compact Panorama, Square, XXL and XXL Panorama and for the strongly selling Cewe Photobook Digital Printing Premium Matte.

### **Noble Cewe Cards**

There are also some new developments with the Cewe Cards, which, of course, play a key role for the Christmas business. For example, the texts with a special-effect, gold or silver finish can now be personalized and are available not only for folding cards but also for

flat cards (Classic and XL). With the folding cards, cliparts and backgrounds offer fresh design possibilities. What is completely new is the flat XL Card, which use existing designs from the folding cards of the same name.

### **Even bigger: Cewe Calendars**

Among Cewe's other big seasonal products, Cewe Calendars, the A2 wall calendar is now available in premium matte or with a high-gloss finish. The yearly planner can also be ordered in A2 format and thus offers more space for written entries. The latter also applies to the large kitchen calendar with a format of 14.5 x 42 cm.



*Cewe offers new options for the Cewe Calendars.*

### **More Wall Art**

One of the growth segments on the print market is Cewe Wall Art. It was exactly these products that, in the first half of the current fiscal year, made a major contribution towards helping Cewe to further increase the sales of the Photofinishing division despite a small decline in the number of Cewe Photobooks.

Turnover per photo also rose – by 8 percent to an average of 19.46 cents. The Cewe Wall Art portfolio extends from classic posters and canvas prints to premium products, e.g. on acrylic glass, aluminum di-bond or as a gallery

print, which, through the combination of the two materials, show unique color brilliance. Since September, Cewe has been offering a material sample set to help consumers decide on their favorite version. "Many customers cannot really visualize what is meant by the terms aluminum di-bond or rigid foam," said Mehls. "That's why we have developed this practical decision-making aid with the material sample set. It is, of course, also available to our retailing partners and should be readily on hand in every store."

*New smartphone cases are now also available, like this hard wooden case made of real wood. These trend products can soon also be ordered at the Cewe Photostation.*



### Protection for smartphones

The sale of smartphone cases with a personalized photo is another of the growth segments at Cewe. Since September, three new high-quality models have been added to the range: Firstly, leather with an outer shell of genuine leather in white, brown, or black, and an all-over print with soft fleece material inside. Secondly, a hard wooden case with a soft-touch surface and an all-over print on a fine wood grain, and thirdly, a particularly high-quality wood Kevlar case with a core of high-tech Kevlar material and a sealed real wood surface. The smartphone cases can also be ordered via the Cewe Photostation. Cewe offers these practical photo products in a wide variety of versions for more than 200 smartphone models.



*Cewe now offers a set of Wall Art sample materials to help customers select their favorite version.*

### Strong campaigns

As every year, Cewe has been targeting consumers since October about the Christmas business with a wide variety of advertising activities. This year in fact, a start was made back in September advertising the new Cewe Photobook Pure – mainly in social media and online platforms frequented by the main target group.

The big TV campaign for the Christmas business will continue the successful concept of "My Cewe Photobook. My Life.", which features testimonials from Cewe customers. As in previous years, the customers will tell the recording team about their experiences with the Cewe Photobook. The conversations

are spontaneous without a script. Subsequently, the most striking statements are put together to create advertising spots of different lengths, which run on TV at attractive broadcasting times and through YouTube and other online media. "This campaign illustrates, in a perfectly credible environment, the enormous importance that the Cewe Photobook has for people who want to preserve their valuable memories in absolute top quality and also share them with other people", said Mehls. „And this year, from November, we will take this successful approach to an even more emotional level to demonstrate the joy that a very personal Cewe Photobook can give as a gift for Christmas."



*This year, too, Cewe will continue its successful TV campaign "My Cewe Photobook. My Life.", which features real-life Cewe customers. For the key phase starting in November, an even more emotional version is planned.*