



Expanding Gifting Offerings with Personalized Photo Products:

An Enterprise Buyer's Guide



Introduction

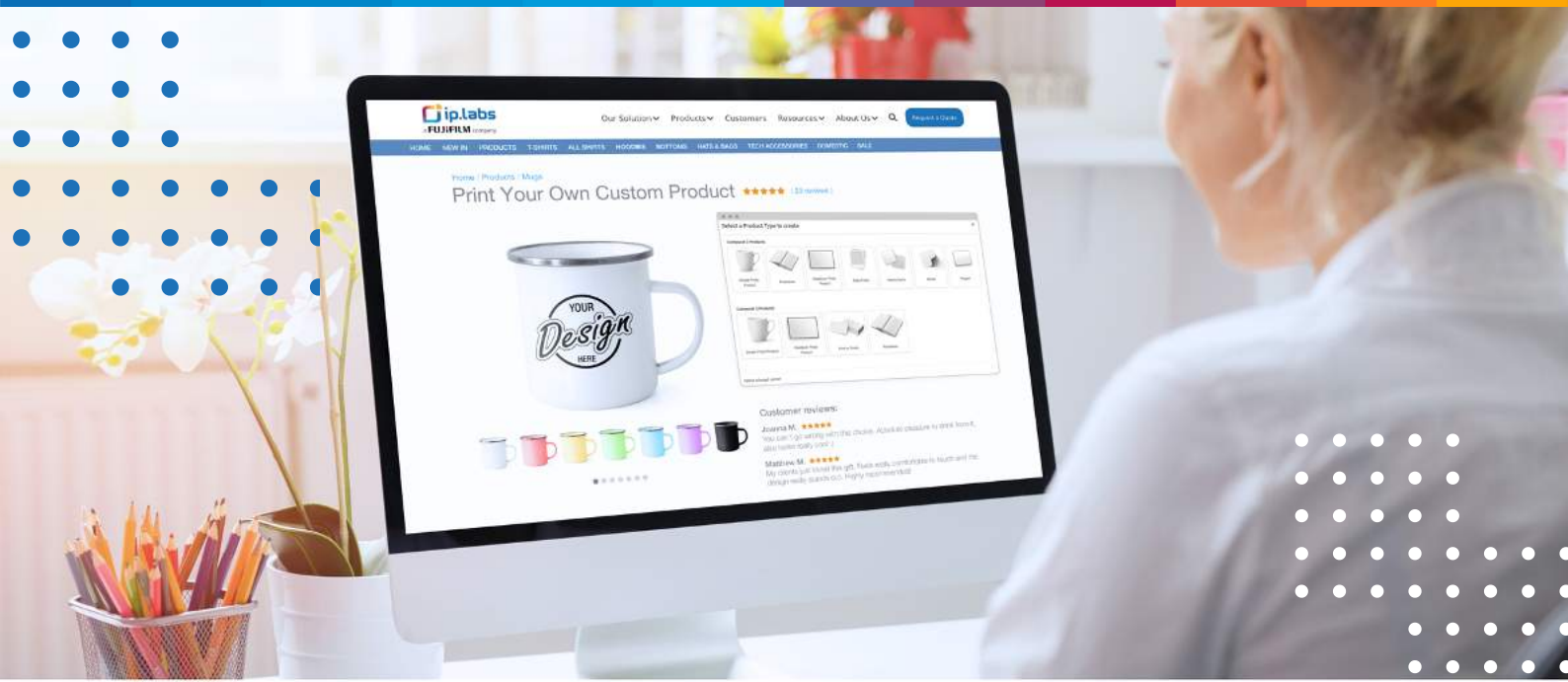
In the gifting industry, offering something unique can make all the difference. Personalized photo products offer buyers gifts that are personalized memories and hold extra-special meaning.

This Enterprise Buyer's Guide will help you navigate the complexities of incorporating personalized photo products into your existing product lineup, allowing you to captivate and engage your audience like never before.

As you explore this guide, you will uncover how to select the right software solutions that enable the creation and customization of photo-based gifts. We delve into the nuances of choosing a reliable vendor whose technology aligns seamlessly with your business objectives, enhancing your ability to offer high-quality, personalized products. Additionally, this guide provides practical marketing strategies that showcase the unique appeal of personalized photo products, driving both engagement and sales.

Why does this matter to your business?

In the competitive world of gifting, the ability to offer beautifully crafted, customized photo products can significantly elevate your brand's perceived value and appeal. Transforming simple transactions into memorable experiences that resonate with customers will encourage loyalty and repeat business.



Chapter 1: Understanding Personalized Photo Products

Personalized photo products have become a cornerstone of the gifting industry due to their ability to offer a deeply personal touch. Below, we explore the different types of products available, understand current market trends, discuss consumer preferences, and examine the strategic benefits offered to businesses, especially in enhancing customer engagement and boosting profitability.

Types of Personalized Photo Products

Personalized photo products allow consumers to personalize standard items with their own images. These products range from decorative items to wearable items and practical everyday objects, each offering unique customization options that transform them into one-of-a-kind pieces.

- **Intelligent Real-Time Capture Assistance:** Photobooks and Albums: Personal memories in a professionally bound format, make perfect gifts and keepsakes. Consumers enjoy the flexibility to design layouts, choose themes, and add personal annotations, making each photobook a unique narrative of their experiences.
- **Custom Wall Art:** Canvas prints, framed pictures, and customized wall art are perfect for decorating home and office environments with personalized artwork. These items are particularly popular among consumers looking for high-quality prints that feature personal or artistic photographs.

- **Apparel and Accessories:** Items like t-shirts, hats, and bags can be personalized with images, designs, or text, offering consumers a way to express their personalities or support causes and teams they care about. This segment is highly popular in the casual wear market and for special events like family reunions or corporate functions.
- **Miscellaneous Gifts:** This broad category includes diverse items such as mugs, calendars, and even more niche products like custom puzzles or phone cases, each customizable to reflect the recipient's tastes or interests. These products appeal to gift-givers seeking functional items with a personalized twist.

Market Trends and Statistics

The market for personalized photo products is rapidly evolving, driven by technological advancements and changing consumer preferences. These dynamics are reshaping how products are created, marketed, and consumed.

- **Expansive Market Growth:** With a valuation expected to reach USD 48.75 billion by 2031, the personalized photo product market is booming, underscoring a strong consumer demand for customized goods. This growth is facilitated by digital printing and e-commerce advancements, which have made it easier for consumers to order personalized products online ([Source: BusinessWire](#)).
- **Gifting Market Expansion:** The global personalized gift market itself has also demonstrated robust growth, increasing from USD 29.1 billion in 2022 to an expected USD 30.82 billion in 2023, with a forecast to grow further to USD 48.75 billion by 2031, growing at a CAGR of 5.9% ([Source: SkyQuest](#)).

Bringing together these two growing markets creates a compelling argument for even more robust growth, which will be dominated by those early to the party with compelling, unique, personalized offerings.



Key Benefits for Gifting Businesses

Offering personalized photo products can significantly enhance a business's portfolio by aligning closely with consumer trends and expectations.

- **Boosted Customer Engagement:** Businesses can significantly enhance user engagement by involving customers directly in the design process. This interactive process not only improves the shopping experience but also increases the likelihood of repeat purchases.
- **Higher Profit Margins:** Personalized products generally command higher prices due to their added value, improving overall profitability.
- **Brand Differentiation:** Personalized photo products provide a compelling way for businesses to differentiate themselves in a crowded market. Offering unique, customized products can help a brand stand out and attract customers looking for something beyond the ordinary.
- **Scalable Production Model:** The ability to outsource production and focus on a just-in-time manufacturing approach reduces the need for extensive inventory management and lowers overhead costs, making this a cost-effective model for businesses.

Photo Products and Gifting – The Perfect Match?

By understanding personalized photo products, businesses can tap into a lucrative market characterized by high consumer demand for customization. This chapter has outlined the types, trends, consumer preferences, and business benefits of these products, providing a comprehensive overview essential for any entity looking to explore this dynamic market segment.





Chapter 2: Identifying Business Needs

Businesses looking to integrate personalized photo products into their existing offerings must evaluate their current product portfolio and understand their customer base's specific needs and preferences. This foundation will help seamlessly incorporate these items through an efficient, outsourced production model to expand the product range without the complexities of in-house production. Done correctly, this strategic integration will enhance customer engagement and complement market presence.

Understanding Current Product Offerings

- **Review of Current Portfolio:** Start with a comprehensive review of existing product lines to identify integration opportunities with personalized photo products. Understanding which products are successful and where there might be gaps provides a foundation for how personalized products can be introduced. Analyze performance metrics and customer feedback for each product category to determine potential areas for personalization.
- **Alignment with Existing Products:** Evaluate how personalized products can add value to current offerings. For instance, if home decor is a strong seller, consider integrating personalized photo wall art or custom decorative items. Identify products that can naturally be extended through personalization, ensuring they align with brand image and customer expectations, thus creating a cohesive product experience.

Customer Base Analysis

- **Customer Segmentation:** Effective customer segmentation involves breaking the broad customer base into manageable groups based on specific characteristics, such as demographics, buying behavior, and preferences. This detailed understanding allows the tailoring of personalized product offerings more precisely, targeting segments most likely to purchase customized items.
- **Customer Feedback and Demand:** Leverage existing customer communication channels to gather insights about potential interest in personalized products. Analyze customer feedback from surveys, reviews, and social media to gauge interest levels and specific preferences. This data will inform decisions about which personalized products will most likely succeed, aligning product development with customer desires and trends.

Operational Readiness

- **Outsourced Production Model:** Most photo products adopt an outsourced production model to allow the addition of personalized photo products without the overhead of inventory and production management. This model will enable businesses to operate more flexibly, responding to orders as they come without the need for stock. The benefits of this model include reduced capital investment and lower risk, as well as partnerships with reliable vendors to ensure product quality and fulfillment efficiency.
- **Integration with Providers:** Logistical and technical integrations are necessary for seamless communication and operation with third-party providers. These integrations should support efficient order processing, real-time updates, and complete transparency throughout the customer buying journey. These integrations must be secure and robust, supporting a seamless flow from order placement to delivery without compromising customer data or service quality.

Ready for Photo Products?

Integrating personalized photo products into an existing product lineup offers significant opportunities for business growth and customer engagement. A business can effectively expand its product range by carefully evaluating current offerings, understanding the customer base, and ensuring operational readiness for an outsourced production model. This strategic approach minimizes risk while maximizing flexibility, allowing businesses to meet emerging market demands with agility and confidence.



Chapter 3: Key Features

This chapter outlines the critical features necessary for effective personalized photo product software. The features described enhance the user experience and streamline operations, ensure product quality, maintain high data security and compliance standards, and preserve brand integrity through white-labeling capabilities. Choosing the right software is pivotal for businesses looking to integrate customizable products into their offerings seamlessly.

User-friendly Design and Editing Tools

Selecting software with intuitive and powerful design tools is essential for users to create personalized products easily and enjoyably.

- **Intuitive Interface:** The software should offer an easy-to-navigate interface that accommodates users of all skill levels, simplifying the process of customizing products.
- **Mobile-Friendly Usage:** With the increasing prevalence of mobile devices in e-commerce, the software must be optimized for mobile use. This capability includes responsive design elements that adjust to various screen sizes and mobile-specific functionalities, ensuring users have a full-featured, accessible, and engaging experience on their smartphones or tablets.

- **Advanced Editing Features:** The software must include comprehensive editing tools for fine-tuning and creative freedom. Features should include advanced image editing, text manipulation, and the ability to handle multiple design layers, providing users with the capabilities to produce professional-quality designs without external software.
- **Omnichannel Design Experience:** Integrating omnichannel capabilities into the software is essential for providing a seamless and cohesive experience across all devices and platforms. This seamlessness ensures that users can begin their design on one device, such as a smartphone, and continue on another, like a desktop, without disruption. By supporting a consistent and uninterrupted user journey, the software enhances customer engagement and increases the likelihood of conversion.
- **Template Variety:** A broad selection of pre-designed templates can significantly aid users in starting their projects. Templates should cover a range of styles and occasions, enabling users to easily find and customize a design that suits their needs, thereby speeding up the design process and enhancing user satisfaction.

Integration Capabilities with Existing E-commerce Platforms

Effective integration with e-commerce platforms is vital for a smooth transition from product customization to purchase.

- **E-commerce Compatibility:** The software should integrate flawlessly with major e-commerce platforms, allowing businesses to embed customization options directly into their online stores. This integration helps maintain a cohesive user journey from product selection through to checkout, which can reduce cart abandonment and enhance conversion rates.
- **API Access:** Providing robust API access enables deeper customization and functionality tailored to the business's specific needs. APIs should allow extensive interactions between the software and the business's existing systems, enabling features such as live pricing updates, stock levels, and user-generated custom designs.
- **Automated Workflow Integration:** Integration capabilities should also extend to supporting automated workflows for order processing and status updates, which help reduce the manual effort required to manage product personalization.

Customization Options for Various Products

Customization is key to personalizing products effectively, catering to a wide range of customer preferences, and maximizing the appeal of personalized products.

- **Wide Range of Product Support:** The software must be versatile enough to handle various product types, from simple items like mugs and t-shirts to more complex products like photobooks. Personalizing mugs might be, but creating a photobook is complex. Software that can cover this entire range of products ensures that businesses can meet broad market demands and customer needs.
- **Dynamic Customization Tools:** Extensive customization tools that allow users to modify product attributes like size, color, and material and preview these changes in real-time are essential for ensuring customer satisfaction and reducing return rates.

Cloud-based Solutions for Easy Access and Scalability

Cloud-based software offers significant advantages, particularly in terms of accessibility and scalability, which are essential for supporting business growth and operational flexibility.

- **Remote Accessibility:** Cloud-based platforms allow users to access the design tools and products from any location and device, enhancing user engagement by catering to mobile shoppers and those using traditional desktop environments. This flexibility is essential in today's mobile-first world.
- **Scalability:** Cloud infrastructure should provide scalability to handle varying demand levels without significant additional investment in physical infrastructure. This capability allows businesses to adjust resources dynamically based on actual usage, optimizing costs and ensuring the system remains responsive during peak periods.



White-labeling Capabilities

White labeling is essential to maintain brand consistency across all customer touchpoints, especially during the product customization process.

- **Brand Consistency:** White-labeling enables fully branded photo product software with the gifting retailer's logo, color scheme, and overall aesthetic. This feature ensures that the product customization interface seamlessly integrates with the existing online presence, maintaining brand consistency and enhancing the customer's trust in the brand.
- **Eliminating Confusion:** By using white-labeled software, businesses can avoid customer confusion from seeing another company's branding during the product customization process. This continuity in branding reinforces the customer's relationship with the retailer, not the software provider.
- **Enhanced User Experience:** A white-labeled solution offers a cohesive user experience that can be crucial in converting browsers into buyers. When the customization tool looks and feels like an integral part of the business, it can lead to higher engagement rates and increased satisfaction, as customers feel they are interacting directly with the brand they trust.

Data Security and Compliance

With the increasing importance of data security, especially when handling personal photos and information, the software must incorporate robust security measures and comply with international privacy regulations.

- **Robust Security Measures:** Implementing state-of-the-art security protocols such as data encryption at rest and in transit, secure user authentication, and regular vulnerability assessments are crucial. These measures help protect sensitive customer information and build trust.
- **Compliance with Regulations:** The software should support compliance with privacy laws and regulations, including GDPR, CCPA, and others, depending on the geographical location of the users. Features should facilitate secure data handling, provide necessary disclosures, and ensure user data is managed according to regulatory requirements.

Check The Features

Selecting the right personalized photo product software involves considering a broad array of features that impact user experience, operational efficiency, and compliance. The features highlighted in this chapter are essential for businesses to deliver a robust, secure, and enjoyable product customization experience to their customers. By ensuring these elements are in place, businesses can effectively meet consumer expectations and thrive in the competitive personalized product market.



Chapter 4: Selecting the Right Vendor

Choosing the right vendor for personalized photo product software involves a comprehensive evaluation of various critical factors. This chapter explores key criteria for selecting a vendor, highlighting the importance of each feature in ensuring the software meets business needs. We also provide a detailed vendor comparison grid to quickly evaluate the leading vendors based on these essential factors.

Key Criteria for Choosing a Vendor

1. Features

- **Intuitive Design Tools:** Essential for ensuring that all users, regardless of their technical skill, can efficiently use the software.
- **Comprehensive Photo Product Portfolio:** The ability of the software to support a wide range of photo products is crucial for businesses looking to offer varied options to their customers.
- **Photo Product Templates:** Availability of ready-to-use templates simplifies the design process for end-users.
- **Product Personalization:** The core of the software's capability, which should allow deep customization options for users.
- **Data Security & Privacy:** Especially important given the personal nature of photo products, the software must adhere to the highest standards of data protection.

2. Platform

- **Deployment Type:** Whether the software is available on-premise, cloud-based, or as a SaaS offering can affect its integration and scalability.
- **Platform Customization and Scalability:** How easily can the platform be customized to fit specific business needs, and can it scale as the business grows?
- **Integration Capabilities:** Features like API and SDK support determine how well the software can integrate with existing systems.
- **Rapid Implementation:** The ease and speed of deploying the software are crucial for businesses looking to go to market quickly.

3. Vendor Capabilities

- **Support and Maintenance:** Ongoing support is vital for resolving issues and ensuring the software runs smoothly.
- **Industry Track Record:** A strong track record can indicate reliability and experience in the industry.
- **Vendor and End-user Training:** Ensures your staff and customers can make the most of the software.
- **White-label Option:** Allows businesses to brand the software as their own, maintaining a cohesive brand experience.
- **Pricing Model:** Understanding whether the pricing model aligns with your business model is essential for budgeting and financial planning.

4. End User Size

- The software should cater effectively to businesses of all sizes, from small businesses to large enterprises, providing appropriate features and scalability.



Vendor Comparison Table

Category	Cewe	Ip.labs	Mediaclip	PrintBox	Taopix
Features					
Intuitive Design Tools	***	****	***	**	**
Comprehensive Photo Product Portfolio	****	****	****	****	***
Photo Product Templates	Yes, at additional cost	Yes	Yes	Yes	Yes
Platform					
Deployment Type (On-premise, Cloud, SaaS, etc)	Web Desktop (Mac, Win & Linux) Mobile (iOS & Android)	Web Desktop (Mac & Win)	Web	Web Mobile (iOS & Android)	Web Desktop (Mac & Win) Mobile (iOS & Android)
Cloud-based		Yes	Yes	Yes	Yes
Integration Capabilities – e.g., API, SDK	**	**	****	***	**
Vendor Capabilities					
Vendor Training		Yes	Yes	Yes	Yes
End-user Training	Yes	No	Yes	No	No
White-label Option	No	Yes	Yes	Yes	Yes
Pricing Model (Subscription, One-off Licence, other)	No vendor pricing option	SaaS – revenue share & individual offers	SaaS – individual one-time license fees followed by monthly fees	Unknown	Subscription packages & individual agreements
End User Size					
Small business	No	In development	Limited	Limited	Yes
Mid-sized business	Yes	Yes	Yes	Yes	Yes
Enterprise	Yes	Yes	Yes	Yes	Yes

Choose A Vendor Carefully

Selecting the right vendor is a multi-faceted decision that requires careful consideration of numerous factors. The criteria and comparison grid provided in this chapter will aid in making an informed choice, ensuring that the selected vendor can meet your business needs and help drive your success in the personalized photo products market.



Chapter 5: Marketing and Selling Personalized Photo Products

Marketing personalized photo products effectively is key to capturing customer interest and driving sales. This chapter explores various strategies to market these unique gifts, focusing on digital tactics, the creation of appealing product listings, and capitalizing on seasonal trends and events.

Strategies for Marketing Personalized Gifts

Effectively marketing personalized gifts requires a combination of creativity and strategic use of digital marketing tools to reach and engage potential customers.

- **Social Media Marketing:** Utilizing platforms like Instagram, Pinterest, and Facebook to showcase personalized products can attract a significant following. Create posts and stories highlighting the personalization possibilities, customer testimonials, and behind-the-scenes looks at how products are made.
- **Targeted Ad Campaigns:** Implement targeted advertising campaigns using customer data to reach specific demographics who are most likely to purchase personalized gifts. Use retargeting strategies to capture interest from website visitors who did not make a purchase.
- **Search Engine Optimization (SEO):** Optimize your website content with keywords related to personalized gifts to capture organic traffic. Focus on terms potential customers will likely use when searching for customizable gift options.

Creating Compelling Product Listings and Promotions

The way your products are presented online can significantly impact sales. High-quality listings are crucial for converting interest into purchases.

- **High-Quality Images:** Use professional, high-resolution images that show off the quality and detail of the personalized products. Include images from multiple angles and use zoom-in features to highlight personalization details.
- **Detailed Descriptions:** Provide detailed, enticing product descriptions explaining the products' features and benefits. Be sure to include information on how customers can customize the products.
- **Special Offers and Discounts:** Develop promotions such as discounts for first-time buyers, bundle deals, or seasonal sales. These can be particularly effective around gift-giving occasions like Mother's Day, Father's Day, or Valentine's Day.
- **Customer Reviews and Testimonials:** Showcase customer reviews and testimonials prominently on product pages to build trust and provide social proof. Positive feedback from other buyers can significantly influence purchasing decisions.

Seasonal and Event-based Marketing Opportunities

Leveraging seasonal peaks and specific events can help boost sales and attract new customers looking for timely gifts.

- **Holiday Promotions:** Plan and execute holiday-themed promotions well in advance. For example, offer customized holiday cards, Christmas gifts, or themed Halloween items.
- **Custom Event Products:** Offer personalized products for special events such as weddings, graduations, or corporate events. Promote these offerings through event planning sites, bridal blogs, or business newsletters.
- **Seasonal Trends:** Keep an eye on seasonal trends and update your product offerings accordingly. For instance, offer personalized beach gear in the summer or custom scarves and mittens in the winter.

Effective Marketing is Critical

Marketing personalized photo products successfully involves a combination of strategic digital marketing, compelling product presentations, and the ability to capitalize on the right moments. By implementing the strategies discussed in this chapter, businesses can enhance their visibility, attract more customers, and maximize sales of personalized gifts.



Chapter 6: Future Trends and Innovations

For gifting business owners, staying ahead of technology trends is crucial for maintaining a competitive edge. This chapter focuses on two significant technological advancements that will significantly impact the personalization aspect of photo products within the gifting industry.

Access to Better Quality, Better Organized Images

Artificial Intelligence (AI) advancements are set to transform the quality and accessibility of the images captured, stored, and used by consumers to create personalized photo products.

- **Advancements in AI for Image Capture and Optimization:** For gifting business owners, AI-enhanced photography means customers can use exceptionally high-quality images for personalization. This capability improves the visual appeal of personalized gifts, ensuring that every product delivered meets high-quality standards.
- **Images to Product Matching:** AI technology can simplify the product creation process for consumers by automatically suggesting the best photos and appropriate products. For business owners, this means increased customer satisfaction and potentially higher conversion rates as customers find it easier to choose products that best display their cherished memories.

Consistent and Easy-to-Use Design Tools

Seamless integration of sophisticated design tools into e-commerce platforms can revolutionize the customer experience, making customization as intuitive and straightforward as possible.

- **Seamless Integration of Editing Tools:** By incorporating advanced editing tools directly into their online platforms, gifting businesses can offer a smoother customization experience. This integration helps maintain the customer's focus and engagement, reducing the likelihood of cart abandonment and enhancing the overall purchase experience.
- **Omnichannel Design Experience:** Ensuring customers can start their design on one device and finish on another without hassle is crucial for capturing sales in today's mobile-first world. For gifting business owners, providing a seamless omnichannel experience means accommodating their customers' busy, on-the-go lifestyles, which can lead to increased loyalty and repeat business.

The Future is Ready

The future of personalization in the gifting industry is being shaped by technological advancements that enhance both the quality of the products and the efficiency of the customization process. By adopting these innovations, gifting business owners can improve their product offerings, streamline operations, and better meet their customers' needs. These trends present an exciting opportunity for growth and differentiation in a market where quality and customer experience are paramount.





Photo Products – The Gift that Keeps on Giving

Throughout this guide, we've explored the comprehensive landscape of personalized photo product personalization software. We began by understanding the critical features such software should offer, emphasizing the importance of user-friendly design tools, robust customization options, and seamless integration capabilities.

We then shifted our focus towards the strategic selection of vendors, discussing how to assess their reliability, the breadth of their feature sets, and their support services. Marketing strategies then took center stage, highlighting how the effective use of digital channels, compelling product listings, and seasonal marketing opportunities can attract and engage customers.

Finally, we delved into future trends, particularly the advancements in AI and design tools, which promise to elevate the quality of personalized products and streamline the customer experience.



Business Alignment

Before making your final decision, it's important to remember how the options available align with your business's long-term objectives and operational requirements.

- **Align with Business Goals:** Each potential software and vendor should be evaluated on their current capabilities and how well they can scale and adapt to future business growth and challenges.
- **Evaluate Integration Needs:** Seamless integration into your existing systems is crucial for maintaining operational efficiency and ensuring a smooth user experience.
- **Security and Compliance:** Opt for solutions that meet current security and privacy standards and are committed to adapting to future regulations.

Evaluate and Adopt the Best Solution

Choosing the right software and vendor is a significant step towards enhancing your business's product offerings and operational capabilities.

- **Take Proactive Steps:** Actively engage with potential vendors to understand their products through demos and trials, and don't shy away from asking detailed questions about their service.
- **Continuous Improvement:** Keep abreast of technological advancements and evolving market trends to ensure your business remains at the cutting edge and can continually meet customer expectations.
- **Commit to Quality:** Prioritize high standards in the products and customer service you provide, as these elements are crucial in building and maintaining a loyal customer base.

It's Decision Time

The journey through the personalized photo product market is one of continuous discovery and adaptation. By applying the insights and strategies discussed in this guide, you are well-prepared to select the best solutions that will not only meet the current needs of your business but also position you for future success. Embrace this journey with confidence, knowing that the decisions you make now will help shape the thriving future of your gifting business.



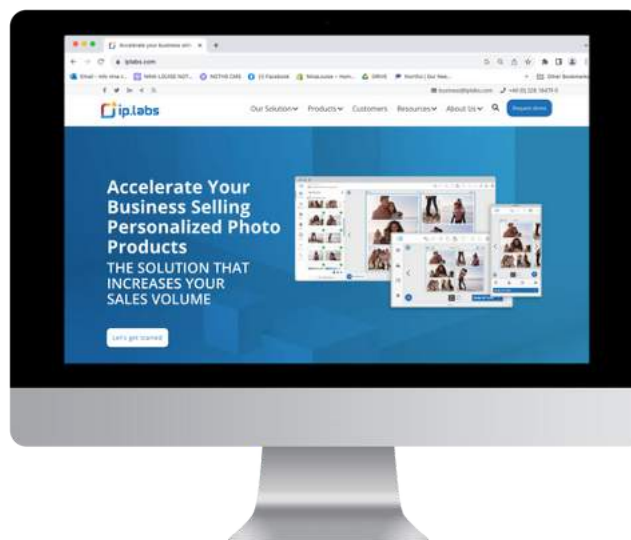
Appendix - Glossary Of Terms

The appendix includes a glossary of technical and industry-specific terms to assist buyers.

- **API (Application Programming Interface):** A set of rules and protocols for building and interacting with software applications. APIs allow different software systems to communicate with each other, enabling features such as product customization and integration with existing e-commerce platforms.
- **AI (Artificial Intelligence):** Technology that enables computers to mimic human intelligence, including decision-making, image recognition, and speech recognition. In personalized photo products, AI can be used for tasks like optimizing photo quality, selecting the best images, and suggesting products.
- **Cloud-based Software:** Software hosted on remote servers and accessed via the Internet offers scalability, remote accessibility, and reduced need for local hardware, making it ideal for businesses that need flexible access to their software tools.
- **Data Encryption:** The process of converting data into a coded form to prevent unauthorized access. Encryption is critical for protecting sensitive customer information, especially when dealing with personal photos.
- **E-commerce Platform:** A software solution that allows businesses to sell products and services online. Platforms like Shopify, Magento, and WooCommerce can be integrated with photo product personalization tools.

Appendix - Glossary Of Terms

- **GDPR (General Data Protection Regulation):** A regulation in EU law on data protection and privacy in the European Union and the European Economic Area. It also addresses the transfer of personal data outside the EU and EEA areas.
- **Omnichannel Experience:** A multi-channel approach to sales that seeks to provide customers with a seamless shopping experience, whether online from a mobile device, a laptop, or in a brick-and-mortar store.
- **SDK (Software Development Kit):** A set of software tools and programs used by developers to create applications for specific platforms. SDKs might include libraries, documentation, code samples, processes, and guides that allow developers to craft software applications on a specific platform.
- **SaaS (Software as a Service):** A software distribution model in which applications are hosted by a third-party provider and made available to customers over the Internet. SaaS allows businesses to use software on a subscription basis without needing to maintain or install software themselves.
- **Scalability:** The capability of a system to handle a growing amount of work or its potential to be enlarged to accommodate that growth. For software, this means the ability to support an increasing number of users or transactions without degrading performance.
- **White-label Product:** A product produced by one company but rebranded and sold by another company as their own. In the context of photo product software, this allows gifting businesses to use third-party tools while maintaining their own brand identity.





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About ip.labs

Companies worldwide trust the solutions of ip.labs GmbH, founded in 2004, when it comes to creating and selling personalized photo products such as photo books, wall decorations or photo gifts. The flexible software solution can be easily adapted to different business models and is available as a web-based editor and download client. ip.labs has been a wholly owned subsidiary of FUJIFILM Europe GmbH, headquartered in Bonn, Germany, since 2008 and offers its business customers worldwide support on a 24/7 basis.

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