New e-commerce platform Pictabulous transforms photos into works of wall art

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- *Pictabulous customers can upload a photo online and have it transformed into a work of wall art by a skilled artist*
- *Images are printed on canvas and manufactured in the UK*
- *The website – www.pictabulous.co.uk – is now live and accepting customer orders just in time for Christmas!*
- *Free shipping on all orders until 31st December as an introductory launch offer*

Pictabulous – a first-of-a-kind, fun, photo transformation and printing service for UK consumers – has been introduced to the market this week by Harrier LLC, the UK's leading digital print and personalised lifestyle product fulfiller.

Joining Harrier LLC's other consumer brand – long-established personalised gift and photo print brand, Truprint – Pictabulous transforms consumers' treasured photos into unique works of art using a team of highly-skilled artists. Every single image is painstakingly recreated using the latest technology and digital techniques.

Pictabulous is a fully-digital, online service. Customers simply upload their photos online via the Pictabulous website using any device and sit back as the artistic transformation takes place at Pictabulous HQ. All canvases are then printed in the UK at Harrier LLC's state-of-the-art print and production facility in Devon.

Impressionist is one of four Fine Art styles consumers can choose to have their treasured photos and memories transformed into using the Pictabulous service, the other three being: Oil Painting, Watercolour and Impasto.

As well as Fine Art themes, Pictabulous also gives customers the opportunity to own something a little more out of this world. Selecting from a variety of Fantasy Art and Fun Art, customers can get their creative juices flowing, opting to become anything from a dragon-slaying knight to a Pictabulously pretty princess.

For those looking for something a little bit more 'hipster', Andy Warhol-esque Pop Art and street art-style Splash themes are also available.

Pictabulous is the brainchild of managing director, Chris Hughes. Speaking about the launch of the website, he said:

"I am really excited to be launching our latest e-commerce offering in www.Pictabulous.co.uk, part of the Truprint family. This innovative and unique website offers our customers the opportunity to turn their cherished photographs into great pieces of quality artwork in a range of fun and traditional styles, at truly amazing prices.

I'm really proud of what we have achieved and I'm confident our customers will love it. Meanwhile, we remain committed to developing new, unique products to help our customers print their images in innovative and exciting ways in the future. We'd love to hear what you think."

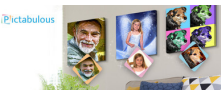
Lewi Griffiths, sales and marketing director, added:

"We're all really excited about the launch of Pictabulous and welcoming our first customers through the website's digital doors this week. The site certainly offers customers something totally different and, more importantly, something fun!

I have no doubt that Pictabulous will go on to be a success and have many happy customers over the weeks, months and years to come."

To celebrate the launch of Pictabulous, customers are being offered **free shipping** on every order until the end of the year. Customers can use the code **FREESHIP** at checkout on the Pictabulous website.

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Pictabulous/Harrier LLC

Company Information:

Pictabulous is a service provided, by Harrier LLC, a company registered in England and Wales with registered company number BR004467 and registered company address is PICTABULOUS, Brunel Road, Newton Abbot, Devon, TQ12 4UH.

Harrier LLC has been printing at its UK site for over 20 years. Over this period, the company has seen some enormous changes. As one of the UK's biggest photo processing labs, Harrier has evolved over the years to move with the zeitgeist, each time being at the forefront of market fluctuations.

The company’s vision is to be the UKs market leader in digital print, photo print and personalised lifestyle products; harnessing the talent, innovation and passion of our team to deliver an unrivalled service to our customers

Please visit www.pictabulous.co.uk for more information about Pictabulous.

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