PIXEO STUDIOS – product content production made easy!

Monday 26 October, 2020

Takeover of Berlin start-up The FotoFactory by PIXEO STUDIOS GmbH

Berlin, October 26th, 2020. The successful start-up The FotoFactory, which specialises in high quality, inexpensive product photography and video production, is now part of PIXEO STUDIOS. Based in Berlin, the production house has a steadily growing customer base from all over Europe.

Content marketing and eCommerce experts ALPHA POOL, who are co-founders of The FotoFactory, played an important role in the acquisition. The takeover has lead to an expansion of services, so that in addition to product and model photos, product texts and marketplace management will also be offered. Furthermore, the company's model database and production infrastructure have been expanded considerably.

“We’re thrilled to be able to realise our visions for the future even faster through this collaboration with PIXEO STUDIOS. In these challenging times, companies are streamlining their outgoings and we've been able to demonstrate that there is more demand than ever, for top quality, cost effective product photos and videos” explains Managing Director and Co-Founder Luke Lalor. "We were able to launch a number of new products during the Corona crisis, for example the opportunity for clients to join model photo shootings online, in real time.”

In addition to eCommerce fashion photography with great models, PIXEO STUDIOS also offers customers a variety of creative settings in own in-house mini film and photo studios – from SoHo flair, to country chic and contemporary installations, their studios offer an ever-evolving array of possibilities.

PIXEO STUDIOS was founded by ALPHA POOL GmbH, Portugalov Holding GmbH and entrepreneur Luke Lalor with the aim of simplifying and thus speeding up the process of content production. The takeover is intended to further cement and expand their position in the European market. In due course, a separate logistics hub is also planned.

Lalor is certain that the company's concept will change the future of the industry: “eCommerce is an increasingly important factor for many companies from a wide range of areas. The current crisis is only accelerating this process. With our simple process and affordable ‘All-In’ packages, which start at model shootings from an unbeatable price of 59 Euros, we will revolutionise the market for product photography.”

PIXEO STUDIOS stands for the future of content production with a convenient all-round service that, in addition to maximum cost optimisation without additional expenditure or hidden costs, offers customers considerable time savings and, thanks to the affordable entry-level packages, also opens up professional product photography for customer groups who have previously done so could not or did not want to afford.

Further information at: www.pixeostudios.com

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