

CEWE COLOR photo gifts

Disney world stars for children

Oldenburg, 3 March 2010 – Spring is around the corner at last and soon Easter will mean a few free days with the family. The children are looking forward to the Easter bunny and the family is to get a special present. Thanks to the various CEWE COLOR photo products, the best family memories can be turned into original gifts. Special gift articles can be designed for children with Disney motifs such as Micky Maus or Hannah Montana.

Just the right gift for everyone

A highlight of the CEWE COLOR photo gifts is the fact that they are absolutely individual, since personal photos can be used to create personal gifts at the computer in no time at all. The ideas range from decorative articles for the home, to games and textile articles and practical helpers for school and the office. A little gift or a generous wall decoration - gifts suited to any occasion and any budget are available. And naturally there's no reason why you can't treat yourself to something too.

Spring in the home

At Easter or when you're doing traditional spring cleaning, it's great to pretty up your home. Small decorations, such as fridge magnets that have been made with personal photos, are cute and also popular as gifts. Let's move on into the living room: this is where CEWE COLOR articles purposefully decorate people's own homes, for example a favourite photo that has been lasered in an elegant crystal frame.

If you're looking for a bigger Easter gift, a photo canvas with personal photos from your last holiday is ideal, since it lends your living room new colour and will bring the spring into your home. CEWE COLOR also offers practical Easter gifts - gifts that are original because they are made with personal photos: personal organisers, memo clips and pen holders for giving offices a personal touch and sandwich boxes and pencil cases for the children.

A Disney highlight for children

The products are very easy to create at a computer. All you have to do is download the free order software at www.cewe.de. The software can then be used to select your products and design them individually. The Disney shop with characters from the world of Walt Disney is a special highlight: from classical motifs such as Mickey Mouse or teen star Hannah Montana to the cool cars from the Disney film "Cars". Illustrations can be used to create special gift articles such as poster collages, mousepads and panorama mugs, to create a combination of personal photos and Disney motifs - and make children's eyes light up. Then all you need to do is design a personal photo greeting card and your Easter gift will be perfect.

To order your gifts, burn the data onto a CD and hand it in at your retail store or simply place your order online. In only a few working days your personal Easter gifts will be ready for collection at the photo retailer of your choice. You may of course also have your gifts delivered to your home. More suggestions and ideas for CEWE COLOR photo gifts are available at www.cewe.de.



The most beautiful photos on a CEWE COLOR canvas.



Particularly classy: photos in a crystal frame.



A springtime hit: photo frames with Disney motifs of Hannah Montana



A highlight for children: notebooks with Mickey Mouse motifs

Should you have any queries, please contact:

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About CeWe Color: Photo service company CeWe Color, with 13 highly technical production operations and a staff of around 2,700 employees in 24 European countries, is both market and technological leader. The company supplied around 2.6 billion photos, more than 3.6 million CEWE PHOTO BOOKS and photo gift articles to more than 50,000 retail partners in 2009. In 2009 turnover amounted to 409.8 million euros. CeWe Color is a "first mover" in the launch of new digital technologies, for example ordering digital photos in the Internet or with the help of order terminals (DigiFoto Makers) in retail stores. Sales of personalised CEWE PHOTO BOOKS are developing extremely well. A sales volume of 4.2 million photo books (+17 %) is being targeted for 2010. In 1961, CeWe Color was founded by Senator h.c. Heinz Neumüller. The company went public under the leadership of Hubert Rothärmel in 1993. CeWe Color Holding AG is listed on the SDAX.