

The whole world on a poster

Show geographic highlights with new posters by CEWE COLOR



A special feature for travel documentations: the new CEWE COLOR posters including maps.

Oldenburg, 9 April 2010 – Amateur photographers and travel enthusiasts can now look forward to a new exclusive CEWE COLOR idea: Europe's market leader for personalised photo products is now offering its customers posters with maps. As a holiday documentation or a gift for a house warming party - with these high-quality posters, photos can be combined with the corresponding map and be shown off professionally.

The new CEWE COLOR poster collages are available on brilliant photo paper as map and road map versions in four different formats (20 x 30 cm, 30 x 45 cm, 40 x 60 cm and 50 x 75 cm). The prints can be conveniently ordered direct through the online order platforms of the leading CEWE COLOR retail partners. Plain, playful, classical or modern: poster collages with map motifs will always find a place in homes - in living rooms, in studies and in children's bedrooms.

Design tips for successful posters with maps



Thanks to an online order platform, CEWE COLOR posters with maps can quite easily be designed online.

With the help of the "Design poster with a map" button, users in the order platform can access the editor, the design aid. Personal photos and motifs can be used here to produce a personal map direct in the Internet. The search function quickly locates the town, country or place of interest of your choice. The map is shown in the product preview and can be exchanged for another one at any time.

There is a choice of various collage templates to refine the posters. The drag & drop function is used to conveniently add photos to these collages. The display of quality levels immediately shows whether the photo resolution is sufficient to achieve ideal print results. Photos can also be cut, zoomed in with a mouse click and tilted or turned. Personal text messages and authentic wooden frames put the finishing touches to posters.

The new posters with maps are now available. Prices start at EUR 4.98 (recommended retail price, plus delivery costs). Information on how to order is available at www.cewe.de.

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.