

Press Release

CeWe Color launches online printing service aprinto.de

- **Professional books and brochures for companies**
- **No minimum number of copies**
- **All the standard file formats processed: No professional software required**

Oldenburg, 3 February 2010. European photo book market leader CeWe Color Holding AG (SDAX, ISIN: DE0005403901) has launched a professional printing service for anyone on the website at www.aprinto.de – without a minimum number of copies needing to be ordered. Companies can now set up their their private online printing works with just the click of a mouse at aprinto.de and print brochures and books in print runs of any number - in any of the standard file formats.

CeWe Color opens up a new market

CeWe Color Holding AG and its subsidiary diron are opening up the market for commercial digital prints on the website at aprinto.de. While diron, a company taken over by CeWe Color in 2008, has so far focused exclusively on special solutions for large enterprises, print products for small and medium-sized companies and sole traders are now at the centre of attention. "With aprinto.de we are opening up an attractive new business segment by offering professional printing services in any number of copies in the Internet," Dr. Rolf Hollander, CeWe Color Holding AG CEO, points out.

Professional books and brochures - number of copies as required

Professionally bound books in any number of copies - whether hard cover, soft cover, ring binding or stitched - are produced direct for each customer from all the file formats currently in use. Thomas Rödding, Managing Director of diron GmbH & Co. KG: "For us it was important that the order system was kept as simple as possible. Functions such as the interactive print preview help users gain a realistic impression of what the product will look like. Over the coming few months we will be conducting active dialogues with users to align the offer even more to the needs of our customers."

Saving on cost and time with aprinto.de

aprinto.de can be used to order any quantity of print products, even if only one copy is needed. This means that customers will not be left with out-of-date surplus stocks since follow-up orders can be placed quite flexibly at any time. Contents can simply be updated. No additional agency services are required and no further costs are incurred.

Additional storage and distribution possibilities

Books and handouts are stored online in a personal archive once they have been produced. The online archive has various administration functions to ensure that customers have a clear overview of all the documents filed. Users can send a direct link that can also be protected with a password per email or they can integrate their link into another website. Each recipient of this link can order their printed matter direct with only a few mouseclicks. Forwarding and distributing printouts couldn't be easier and interested parties can quickly and conveniently order their own reprints. The aprinto.de distribution system also means that scatter losses - and hence also costs - are kept to a minimum: customers order their printed matter in exactly the quantities they require.

Should you have any queries, please contact:

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Financial schedule:

13 April 2010	Announcement of the figures for the 2009 business year
18 May 2010	Announcement of the figures for the first quarter of 2010
2 June 2010	Annual General Meeting, Park Hotel, Bremen
17 August 2010	Announcement of the figures for the second quarter of 2010
16 November 2010	Announcement of the figures for the third quarter of 2010

About CeWe Color: Photo service company [CeWe Color](http://www.cewe-color.com), 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 and more than 3.6 million [CEWE PHOTO BOOKS](#) to more than 50,000 retail partners in 2009. 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. 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.

About diron: diron GmbH & Co.KG is one of the leading innovators for web-to-print systems worldwide. The company is also a specialist for full B2B solutions for print communication. diron's core product in the area of software is called print4media. The product offers a diverse range of expansion modules and various business models. diron also has wide experience in the implementation of individual web-to-print and print-on-demand projects. diron is currently reinforcing its leading position in Germany with more than 300 web-to-prints shops.