

Press information



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Pixum is now printing in large-format: This means new products, new formats, new materials and having more options than ever before

The digital express printing offers a variety of formats

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Pixum, Europe's leading online service for printing photos, is stressing once more its competence in this attractive growth market by consequently expanding its portfolio of large-format products.

From this year's mid-July on, Pixum will extend its range by a series of new products at high quality. For some chosen materials this means digital express printing is being used for the first time. Thanks to this technology, Pixum is now able to include Forex Prints (rigid foam boards) and Gallery Prints (a sandwich-solution of acrylic and aluminium) into its range of products as well as to offer a variety of new formats, which meet the demands of customers for more options at high quality.

Pixum's new extra-large range of products now comprises ten different products based on the following six materials: Poster, Canvas, Alu-Dibond, Acrylic, Forex and Gallery (a combination of acrylic and aluminium). Alu-Dibond and Acrylic Prints are now both available with your photo printed directly on the material. Forex and Gallery Prints are both using the direct-printing-technique as well.

In total, there are more than 30 different formats for all variations of products - a multiple of the previous range of goods on offer.

Advantages of digital express printing

Thanks to the most modern techniques of printing, it is possible to print on an increasing number of materials. Using ink hardening UV light has decisively contributed to this development. Due to the following advantages, Pixum relies on this technique for its new range of large-format products as well: more flexibility in choosing the material, a solid print at any format and a cost saving production. Due to lacking the demanding manual stage of laminating, express printing may be offered at prices being 30% under those for prints made by conventional techniques involving laminating on photographic paper. Brilliant colours achieved by constant development are another factor that is absolutely worth seeing.

Advantages of the variety of materials

Forex (a PVC rigid foam) as a light, low priced and modern basic material opens the door to new designs for decorating any wall with. The plate being only 5mm thick will really keep to any wall. And due to its matt surface, Forex creates an elegant effect of the image. Pixum offers Forex Prints in 28 formats.

Another new feature at Pixum is the gallery print. This technique uses the sandwich-solution of acrylic glass and aluminium to procure an effect of depth for any picture: First, the subject is printed behind a 4mm thick acrylic glass and then it is sealed on the back with a 3mm thick aluminium. This combination of materials provides excellent stability.



Beside all the novelties, oldies like posters and canvas prints or acrylic- and aluminium prints remain in Pixum's range of materials as well.

Advantages of format option

Thanks to digital UV express printing, Pixum is no longer bound to standardised formats of photographic paper for its large-format solutions, which leads to a significantly enhanced format option for all products - a customer-friendly consequence.

And exclusive at Pixum: delivery packages of all large-format products, except posters and canvas prints, include matching wall mountings.

About Pixum

Pixum (www.pixum.co.uk) is one of the leading, independent online photo service providers in both the United Kingdom and Europe. We offer high-quality photo printing on professional photographic paper as well as on photographic gift products such as T-shirts, mugs, puzzles and greeting cards. Pixum prints and exposes only on high-quality materials using up-to-date and environmentally sound technology. Other free services are online photo albums and photo sharing via the Internet as well as offers for camera mobile phone users. In over 60 tests by special interest magazines and consumer protection organisations, Pixum scores the overall top position. On www.pixum.com Pixum's services are available in the languages English, French, Dutch, Danish, Italian, Spanish and German. Delivery is possible within the whole of Europe. Pixum is a certified member of Trusted Shops.

Product test vouchers for journalists can be requested at press@pixum.com.