



Strength in numbers; Canadian School Photography and Yearbook Industry flourishes through Edge Imaging's continued acquisitions

Burlington, ON – Over the past few years, the COVID-19 pandemic has negatively affected many businesses, particularly the long-lasting impacts to the school photography industry.

Through these uncertain times, businesses alike have pivoted and adapted new strategies to ensure continued success, while also finding ways to expand amidst a global crisis.

Edge Imaging announced today that it has acquired four companies within the school photography and yearbook industry to further strengthen Edge's organization and bolster their mission to provide unparalleled school photography service across Canada.

Adanac Images brings over 70 schools with them as second-generation owners, Janet and Mark Oliver, join the Edge family. Their desire for innovation and advancement drove them to partner with one of the industry's leaders.

"Now that we are part of Edge Imaging, our schools will benefit from new products and services that previously weren't available to them," said the Olivers. "Edge's foundational commitment to data privacy and protection serves as a benchmark for the industry. We're excited to be a part of this dynamic and innovative company."

D&H School Photos along with their 5,000 students will also be joining the Edge team. Founder, Dave Neill, successfully ran D&H Photography, but felt as though some major changes were needed to ensure a brighter future.

"With the market changing so rapidly I realized that unless I made major changes my schools would not receive the best services available," shared Neill. "Deciding to sell after so many years was difficult, but after talks with Dave Pond [Co-Founder of Edge Imaging] I became confident that my schools would be looked after to the same degree I had."

Platinum Photography has been in the business for over 35 years, and their legacy will live on through Edge's dedication to the school photography industry. Edge has seen phenomenal growth in Alberta and is excited to serve the Southern Alberta market.

"Once these other boards see the services, the offers, and the quality we are delivering, we are certain they will see the advantages of working with a 100% Canadian company," quoted Kevin Pendergast.

The expansion of Edge's yearbook services aims to better serve Canadian school communities through a comprehensive product offering. The acquisition of **Picaboo Yearbooks** doubled Edge's yearbook volume with over 250 new yearbook accounts located across Canada.

These newly acquired accounts will be seamlessly integrated into Edge Imaging's yearbook process,

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giving students the chance to flex their creative muscles, learn new skills and showcase their passions, while being a part of curating their school's yearbook.

Edge is passionate about the evolution of the school photography and yearbook industry and the belief that every Canadian student deserves a school photo and yearbook. Community and togetherness play a big role in the values of Edge as they continue to find ways to empower youth and promote environmental sustainability.

The approach to new normal we are presented with varies day-to-day, but we can tackle each situation in the photography business and life with a few simple steps. Sit up straight, firmly plant your feet and smile!

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About Edge Imaging

Print lab based in Burlington, Ontario, servicing schools' nation wide, Edge Imaging is the largest Canadian-owned and operated school photography and yearbook company. In business since 2005 and currently servicing over 2500 schools, Edge has created a legacy for capturing memories. Edge delivers exceptional photography and yearbook products, a great customer experience and leads the industry when it comes to privacy and security. With a high value placed on empowering children and environmental sustainability, Edge contributes a considerable number of in-kind services and support to Tim Horton® Foundation Camps.

