

Ringfoto presents new central services for its retailers under the alfo brand. Heilbronn,

September 27, 2024 At Ringfoto DIE FOTOMESSE, Ringfoto, Europe's largest photo network, announces the introduction of a series of new central services under the "alfo." brand. These will sustainably strengthen cooperation with the more than 2,000 specialist shops and partners in Germany and Europe and offer consumers a modern, central service experience.

The new portfolio initially includes the following topics:

Innovative e-passport photo system: Perfectly prepared for the future One of the outstanding offers under the "alfo." brand is the new "e-passport photo", a cloud-based system that will fully meet current legal requirements from May 2025. Ringfoto will thus be probably the first provider in Germany to offer a solution that enables more than 80 million German citizens to create modern and legally compliant passport photos. In particular, the 9-10 million people who have to apply for a new ID card or passport each year benefit from this simple and fast service. The "alfo. Passfoto" system will be available in over 2,000 affiliated specialist stores and offers consumers the opportunity to conveniently book an appointment for passport photo production online. This creates a comprehensive, locally anchored solution that makes it easier for people to find their way to the nearest photo retailer or photographer.

New photo service with premium products

In addition, Ringfoto is expanding its offering with a new photo service that includes a wide selection of high-quality photo products, including photo books, wall decorations and calendars. These products will be offered via a central platform and are expected to be available throughout Germany and Europe from the beginning of 2025. Retailers and consumers benefit from the ease of use and the first-class quality of the products. A highlight of the new service is the collaboration with a premium photo lab that not only handles production but also fulfillment for retailers and their end customers. Consumers can benefit from an intelligent, AI-supported photo book creation function that enables quick and easy creation of personal photo books.

alfo.: A brand with a great future

Thilo Röhrig, Managing Director of Ringfoto GmbH & Co. KG, comments on the launch of the alfo. brand with the words:

"With alfo. we are creating an end-user platform that opens up new opportunities for our local retailers and at the same time offers consumers central access to high-quality services and products. And that's just the beginning. In the future, we plan to integrate further attractive offers under the alfo. brand. Our goal always remains to ensure 100% customer satisfaction and at the same time strengthen the role of the regional specialist retailer."

The launch of the "alfo." brand marks a significant step for Ringfoto to consolidate the position of its affiliated retailers in the digital age and to further expand its market position.

RINGFOTO GmbH & Co. KG
Marketingabteilung
Tel.: +49 911 65 85 290
E-Mail: reichenauer@ringfoto.de