

From handcrafted to high-tech: MEA acquires Happy Moose to deliver seriously good photo prints

NZ's best photo print studio joins leading software firm, paves way for global growth

For immediate release

[MEA](#), the software specialist powering the world's largest photo retailers, has acquired New Zealand's best photo print studio, [Happy Moose](#). The partnership unites MEA's e-commerce capability and global retail reach with Happy Moose's expertise in premium production and handcrafted products. Together, they aim to deliver premium photo printing at scale — raising the bar for customers and paving the way for international expansion.

Happy Moose has built a loyal following in New Zealand for its [seriously good photo prints](#) and a playful brand personality. From archival-quality papers to true-to-life colour, every order is crafted to make photos look their best. MEA's technology connects thousands of photo labs and retail stores worldwide — including major US retailers — making it one of the most widely used photo printing platforms.

By acquiring Happy Moose, MEA offers customers the best of both worlds — high-tech convenience and handcrafted quality — while preserving the unique character that has made Happy Moose a local favourite.

"We're pairing powerful technology with premium printmaking," said Rod Macfarlane, MEA's Co-Founder and Director. *"MEA's technology underpins one of the world's largest photo printing networks, and Happy Moose is New Zealand's best photo lab. Together we can create premium print experiences at a scale the industry hasn't seen before."*

Happy Moose will continue to produce orders from its Dunedin base – including [collage posters](#) and [photo books](#) - while MEA integrates its catalogue into its platform, with select products rolling out in new markets such as the USA and Australia over time. No immediate changes for existing Happy Moose customers are expected.

Key highlights of the acquisition:

- Photo software specialist MEA has acquired New Zealand's best photo print studio, Happy Moose.
- The partnership pairs MEA's global reach with Happy Moose's seriously good photo prints.
- Together they aim to deliver premium photo prints at scale, paving the way for international growth.

The acquisition builds on MEA's history of innovation in photo printing, including leading print-on-demand apps Printicular and Photo Prints Now. These connect millions of customers to fast, convenient printing - and now, with Happy Moose in the family, MEA can also offer premium handcrafted products alongside its high-volume services.

Deal terms were not disclosed. The acquisition closed on 8 August 2025.

"Monty the Moose is triple-checking customers' orders - he's a bit of a perfectionist," added Macfarlane.

For more information contact MEA at USA: 203.599.1111, NZ: 09.280.3209, AU: 02.909.85.909 or at info@we-are-mea.com.

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About MEA

MEA develops software for photo printing and fulfilment used by labs and retailers worldwide. Its apps, including Printicular and Photo Prints Now, make it easy to order prints and personalised products for pickup or delivery. MEA operates globally with teams in the United States and New Zealand. Learn more at www.meaphototech.com.

About Happy Moose

Happy Moose is a New Zealand print studio known [best for photo prints](#) and personalised photo products, produced with meticulous colour and materials. The team handcrafts every order from its Dunedin base with a touch of moose-inspired charm. Learn more at www.happymoose.nz.