

## Corporate Story

### From Photo Lab to Digital Innovation Hub

#### Pioneering Spirit in Photography – The Saal Digital Company

Founded out of a passion for photography and the pursuit of perfection, Reinhard Saal established Saal Digital in 1981. What began as a small photo lab quickly evolved into an innovation driver within the industry. Already in 1986, Saal revolutionized the German photo world with the introduction of minilabs—fully automated machines that made the concept of 1-hour photo labs possible for the first time.

With the digital revolution of the late 1990s, Saal Digital recognized the opportunities brought by these changes and adapted its offerings to the needs of digital photography. This led to the introduction of innovative technologies and new business models that enabled the transfer of digital data onto photo products in outstanding quality.

From the early 2000s, Saal Digital set new standards with the launch of the [saal-digital.de](http://saal-digital.de) website. Professional photographers and quality-oriented end customers could now conveniently order their photos online. Entering the photo book business in 2008, Saal Digital made pioneering strides: as one of the first providers, Reinhard and Robin Saal fully embraced layflat binding, which enables panoramic photos across two pages. Through continuous advancements in its offerings, the company has since solidified its position as one of Europe's leading suppliers of premium photo products.

#### Quality Production in the Heart of Franconia (Germany)

Saal Digital stands for premium photo products that meet the highest demands. The company's photo books, in particular, set industry standards and are especially appreciated by professional photographers. In addition to digital printing, Saal Digital is a pioneer in the production of photo books on genuine photo paper, where photos are exposed using the chemical silver halide process. This method ensures exceptionally vivid colors, razor-sharp details, and impressive longevity of the images. Thanks to layflat binding, the pages can be opened completely flat, enabling spectacular panoramic photos without a distracting gutter. Saal Digital produces all of its photo books exclusively with layflat binding—an essential unique selling point in the industry.

Saal Digital also demonstrates its strengths in large-format wall art. Whether on aluminum composite, acrylic glass, or canvas—each wall art piece is made with the utmost precision to make the subject shine in all its brilliance and detail. The combination of the latest printing technology and high-quality materials guarantees extraordinary color intensity and durability, ensuring that the wall art leaves a visual impact and maintains its quality for years to come.

This outstanding quality is achieved in Röttenbach, Middle Franconia (Germany), where Saal Digital operates one of the most modern production facilities in Europe. Across 10,000 square meters, the company brings together all manufacturing steps under one roof—from the development of design software to printing, finishing, and shipping. This complete control over the value chain guarantees not only consistent high quality but also extremely short turnaround times: Most orders leave the facility in less than 24 hours after being received.

For production, Saal Digital relies exclusively on high-quality materials such as FUJIFILM Crystal Archive photo paper Type DP II and specially refined materials for wall art. This is complemented by precise manual quality checks of each individual product. The combination of technical excellence, craftsmanship, and an uncompromising focus on quality makes Saal Digital the first

choice for professional photographers and demanding photo enthusiasts worldwide. This uncompromising commitment to quality is complemented by a future-oriented innovation and sustainability strategy.

### **Innovation and Sustainability as a Strategy for the Future**

Saal Digital combines technological innovation with a strong commitment to sustainability. Under the leadership of founder Reinhard Saal, his son Robin Saal, and Managing Director Uwe Glander, the company continually invests in the development of new technologies. A prime example of this is the company's own design software, which not only offers intuitive usability but also professional features such as ICC color profiles and soft proofs for exact color management. With the Saal Photo Portal, the company provides photographers with a powerful software tool to showcase their photos and ensure an efficient and seamless sales process to end customers. This SaaS tool is particularly popular among kindergarten, school, and event photographers.

At the same time, Saal Digital rigorously pursues a sustainable production strategy. More than 7,000 square meters of solar panels on the production facilities cover up to 100 percent of the energy needs. In addition, only FSC®-certified paper is used, and the plastic content in packaging has been reduced to below three percent. These measures have enabled Saal Digital to be certified as a climate-neutral company by TÜV Rheinland—a milestone within the industry.

What makes Saal Digital unique is the passion that drives the whole team. Founder Reinhard Saal is still at the machines himself today and embodies the aspiration to always deliver the very best. This dedication is also reflected in the work of the 150 employees, whose commitment ensures that Saal Digital stands for technological excellence as well as social and environmental responsibility.

Further information is available at <https://www.saal-digital.eu/press>

### **Press Contact**

#### **Saal Digital Fotoservice GmbH. Press Office, c/o Klenk & Hoursch AG**

Friedenstraße 6

81671 Munich, Germany

T: +49 175 9255294

Email: [saal-digital@klenkhoursch.de](mailto:saal-digital@klenkhoursch.de)