

Corporate profile

Brief Profile

Branch	E-Commerce, Photo Gifts
URL	www.DAZZ.com
Location	Administration, software development, marketing and production are located in Homburg / Saar, Germany
Employees	35
Spectrum	Photo Gift Marketing Service (Product videos) Photo Restyling Service – 'Photostyles' Mass customization Platform for worldwide photo gift producers and designers
Technology	All of the technology we use has been developed in-house
History	2008 European Launch
Founder	Ulf Unbehaun (M.B.A.)

Company Portrait

DAZZ is a photo gift marketing service which photo gift businesses and photographers can use to show customers the many possibilities they have with one photo. The DAZZ.com service expands the use of the customer photo by restyling the image into a collection of digital art called 'Photostyles' to suit different products and occasions. The restyled images are embedded into product videos to help the customer visualise the final photo gift in context and from all angles. In addition to this, DAZZ is designed as a platform offering various cooperation models for photo gift companies and designers around the world. Once a customer has downloaded a 'Photostyle' we redirect him to one of our recommended photo gift companies in which ever country he would like the gift delivered.

DAZZ.com is a branch of Personello.com - a leading German manufacturer of personalized photo gifts producing over 200 000 products per annum for the German market. The company has a development team with experience in Web 2.0 coupled with an in-house production department and over 1500 active partners.

Growth

Over the past three years Personello has grown from 5 – 35 employees, offering employment opportunities ranging from hi-tech to production line workers. Its product range has doubled since 2003 going from 15 to 30. Sales exceed 200 000 photo gifts per annum. Gross turnover for 2008 amounted to 2.5 million Euros.
