

Endorsement of STICKER BOY by March Heinze Thiele Photo, Germany for  
Polielettronica –USA Inc.

# Thiele

## Die Schulfotoprofis

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### Thiele Facts:

- Thiele was founded 1983
- Thiele was one of the first photo labs exclusively specializing on school and kindergarten photography in Germany
- Thiele is a family run business
- Thiele is member of: PSPA, DIMA, PMA, BGL
- In 2009 Thiele produced portraits of around **3.250.000** children
- Thiele serves customers all over Europe (Export ratio 2009: 56%):  
Germany, Netherlands, Sweden, Denmark, Norway, Finland, Luxemburg, Switzerland, Austria, Czech Republic and Slovak Republic.



### Transition to digital photography:

In autumn 2005 the digital change in school and kindergarten photography was completed. In the main season of 2009 99% of all Thiele customers used digital cameras for their orders.

### Handling and production of pictures:

For production Thiele utilizes state of the art printers to secure highest quality standards and shortest delivery times. To ensure highest quality standards our printers are frequently calibrated, up to three times a day during main season.

By this procedures neutral color reproduction is guaranteed despite any external impacts. Our technicians are trained by the manufacturer and service the printers frequently to assure highest system stability.

Similar attention we pay to our production's backbone, our server, where all your pictures are stored for at least three months. The server was upgraded to two times to 11,2 terabytes of storage space in autumn 2006. This volume matches the storage space of 16.000 CDs.



### Products Masks and Vignettes :

At Thiele the customer can order a wide variety of custom masks and vignettes for their pictures. We prepare the pictures for you. The customer does not have to handle the pictures beforehand. As a matter of fact the customer can design his own individual vignettes that is stored exclusively for the customer on our server.



### Layout of packages:

As with vignettes Thiele customers can design their own layout of their packages.



Voor nabestellingen ga naar [www.nabestel.nl](http://www.nabestel.nl) en toets uw gebruiker-ID: 1000109953 en wachtwoord: H55-J4Z-7QU in. Uw gegevens zijn beschermd en voor anderen niet toegankelijk. Na ca. 4 weken worden de foto's automatisch van het internet verwijderd.





**Stickers :**

Stickers started as a regional product in Holland. But soon became successful all over Europe.

Today it is a standard product in all countries served.

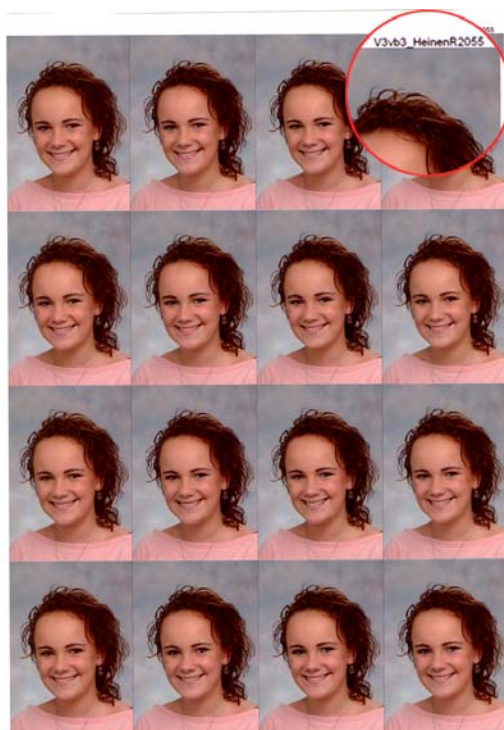
Switching to digital we had to look for a new reliant sticker machine.

**We were lucky to find the Stickerboy.**

Using three\*1 automatic Stickerboy machines for stickers enables us to produce stickers for nearly 2 million kids a year. Sixty percent of those are produced in the September – November season.

With Stickerboy it was even possible to produce Stickers with names and the now very popular kombi stickers; It shows a whole class on a single (2 ¼ x 3")sticker.

**Marc Heinze.**  
**Thiele Photo, Germany**



\*1) Three Stickerboy's for stickers and 1 for magnets/postcards etc.