

Press release

Saal Digital celebrates 45 years of passion for photography, quality and innovation

From a small photo lab to one of Europe's leading platforms for premium photo products – and the journey is far from over

Röttenbach (Germany), 1 July 2026 – This year, Saal Digital celebrates a remarkable milestone: 45 years of passion for photography, quality and innovation. What began in 1981 as a small photography shop with its own in-house lab, founded by Reinhard Saal and driven by a genuine passion for the craft, has grown into one of the most trusted names in premium photo products across Europe. With around **150 employees** and production based in Röttenbach, Germany, in the **Franconia region**, the company now ships its products to **29 countries**.

Since the early 2000s, father Reinhard and son Robin Saal have run this second-generation **family business** side by side, serving quality-conscious consumers and passionate photography enthusiasts, as well as — above all — professional photographers. That quality at Saal Digital is no empty promise is illustrated by one telling fact: founder **Reinhard Saal**, now **75**, still heads production and personally inspects tens of thousands of photo books every month to uphold Saal Digital's exceptional quality standards — a powerful testament to the passion that has driven this company since day one.

From the darkroom to Artificial Intelligence: a story of constant innovation

As far back as 1986, Saal was one of the pioneering companies to introduce the concept of one-hour photo processing. The company was quick to recognise the opportunities brought by the digital revolution and made history in 2008, when it was among the very first to commit fully to lay-flat binding for photo books, allowing panoramic images to spread seamlessly across a double page — a decision that redefined **quality standards across the entire industry**. From award-winning photo books with free lay-flat binding, printed on genuine photo paper and free of distracting logos, to wall art, prints, posters and calendars — all products are produced in most cases **within 24 hours of the order being placed and shipped from Röttenbach (Germany) to destinations around the world**.

Today, the company continues to set the pace. A recent customer survey says it all: **98% of customers are satisfied or very satisfied with the products**, 95% rate the delivery speed highly, and a **Net Promoter Score of 75** reflects the extraordinary trust placed in the brand. With the integration of state-of-the-art AI-powered editing tools directly into its own design software, Saal Digital is once again raising the bar. Customers can enhance their photos using Artificial Intelligence directly during the ordering process — from intelligent image enhancement and automatic corrections to creative design suggestions with images and cliparts. What once required complex external software is now seamlessly woven into the user experience. And the results back this up: 89% of customers are satisfied or very satisfied with the design software.

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Beyond photo products: Saal Photo Portal gives photographers their own shop to sell their images

With the **Saal Digital Photo Portal**, launched just a few years ago, the company offers photographers a complete, one-stop service. This **online gallery and shop system** allows photographers — whether wedding or nursery photographers — to present their work elegantly and professionally, and offer their clients high-quality products directly, all seamlessly backed by Saal Digital's trusted production and delivery quality. In this way, Saal Digital becomes a fully-fledged business partner for photographers.

Sustainability as a lived commitment

For Saal Digital, quality and innovation also mean acting responsibly when it comes to the environment. A **solar installation covering approximately 7,000 m²** on the rooftops of the production facility in Röttenbach (Germany) allows the company to operate entirely independently of external electricity on sunny days. The company's almost **fully electric vehicle fleet** also benefits, running directly on solar power. Both are a clear reflection of Saal Digital's commitment to combining premium quality with environmental responsibility.



One of the four production halls at Saal Digital's facility in Röttenbach (Germany) © Saal Digital

"Our customers have been at the heart of everything we do for 45 years", says Robin Saal. "Whether it is the introduction of the lay-flat photo book, the integration of AI into our software, the new Photo Portal or our commitment to sustainability — every decision follows the same principle: the highest quality, genuine innovation and responsibility towards people and the environment." Uwe Glander, also Managing Director at Saal Digital, adds: "45 years of Saal Digital means 45 years of customer trust — and that trust drives us to **give our very best every single day.**"



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Saal Digital is marking this anniversary together with its customers — with a series of **exclusive promotions and surprises** throughout July and August 2026.

As Saal Digital marks its 45th anniversary, one message remains unchanged: photography is more than an image. It is a memory, a story, a moment that deserves to be preserved perfectly — true to the brand's motto: **Every moment, a masterpiece.**

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