



Press information

Leica Camera AG and WhiteWall announce collaboration

Wetzlar, 15 October 2020. Leica Camera AG and WhiteWall have announced a collaboration between the two companies. In future, the premium products of the prominent and multi-award winning photo lab will also be available in selected Leica Stores around the world. Leica customers will then be able to enjoy the benefits of the extensive portfolios of both companies and a comprehensive range of premium photographic products and services, from expert advice and services to ready-to-hang final prints, all from a central location.

At the end of October, the opening of the new Leica Store and Leica Galerie in Maffeistrasse 4 in Munich, will set the ball rolling for the collaboration, and will make it the first Leica Store with space reserved exclusively for the presentation of WhiteWall's range of products and services. Customers can look forward to professional advice on everything from fine art prints to individualised mounting and framing options for prints in gallery quality and order them there and then. The integration of the WhiteWall services portfolio in Leica Stores in Los Angeles, Rome, Beijing, Hong Kong, Tokyo and Wetzlar is already nearing completion. Further locations are scheduled to follow.

'Leica Camera and WhiteWall have been involved with one another for many years in a collaboration based on mutual trust and respect that is reflected in the successful realisation of numerous projects, most recently, the current exhibitions celebrating the Leica Oskar Barnack Award (LOBA) 2020. We are particularly pleased about the expansion of our Store portfolios with premium products and services from WhiteWall as a perfect complement to the photographic experience in our stores', reports Matthias Harsch, Chairman of the Executive Board of Leica Camera AG.

‘We are very proud to have such a long-established company like Leica as a partner at our side and the opportunity to realise our latest project together with this premium brand’, says Alexander Nieswandt, founder and Managing Director of WhiteWall. ‘As a photo lab, we concentrate on uncompromising premium quality for connoisseurs of all genres of photography. Indirectly, our broad and diverse selection of print products expands the Leica portfolio and opens up previously untapped international markets for WhiteWall. This is the beginning of an exciting time for us all’, adds Nieswandt.

About WhiteWall

WhiteWall is the best photo lab for all lovers of photography.

Founded in 2007 by Alexander Nieswandt, over 13 years of professional expertise in the photofinishing market have since established WhiteWall as one of the world’s leading photo labs. WhiteWall is a team of dedicated specialists who unite cutting-edge technologies and traditional printing and finishing methods. WhiteWall’s award-winning gallery-quality is based on first-class substrates, high-quality mounting and handcrafted frames made in our in-house manufacturing department.

WhiteWall has 180 employees in more than 13 different countries. All products are produced and shipped to more than 50 countries from the company’s over 7,500 m² professional lab in Frechen, close to Cologne. With more than 20,000 customers from the professional photography sector and flagship stores in Düsseldorf, Hamburg, Munich and Berlin, WhiteWall ranks among the global players in its market segment. Three TIPA World Awards, including ‘World’s Best Photo Lab’ in 2020, highlight the premium character and quality of WhiteWall products.

About Leica Camera AG

Leica Camera AG is an internationally operating, premium-segment manufacturer of cameras and sport optics products. The legendary reputation of the Leica brand is founded on a long tradition of excellent quality, German craftsmanship and German industrial design, together with a long standing tradition of innovative technologies. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal and operates its own worldwide network of regional organisations, Leica Retail Stores, Leica Galleries and Leica Akademies.

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