

Posterlounge on Track for Internationalisation: Launch of Online Shops in France and Spain

Leipzig, 13.12.2017 – The art publisher and online shop for high-quality wall design Posterlounge (www.posterlounge.co.uk) now can be found in France and Spain with an own platform in each country. The foundations for the step into internationalisation had already been laid in 2003 when, shortly after the initial launch of the German website, Posterlounge had introduced its online shop for Great Britain. With the new shop sites Posterlounge.fr and Posterlounge.es, the company which is run as a family business based in Leipzig, Germany, increases its efforts to establish itself on international grounds and extends its existing activities in these growth markets.

“Sales of our products via the German and the British platforms, as well as various other shop sites where we already offer Europe-wide shipping, have shown us the huge potential in France and Spain. We have registered a very significant increase in turnover in these countries for a while now, which is why we have decided to actively continue on the path of internationalisation in these markets,” Florian Teßmer, one of Posterlounge’s Managing Directors, explains.

The aim is to bring about a better user and shopping experience for customers based in France and Spain. “Since the demand for our wall pictures and the potential are similarly significant in Italy, we will be launching an Italian shop site in the first half of 2018,” Falk Teßmer, second Managing director of the German-based company, adds.

In August 2017, Posterlounge moved into new office premises in the northeast of Leipzig. Production and office space have doubled and now comprise approximately 2,500 square metres.

Photo material can be found via www.posterlounge.co.uk/press.html



About Posterlounge:

Since 2003, Posterlounge stands for high-quality wall design: true to the motto 'art for every wall', the company prints timeless photographs, exclusive illustrations and classic art prints on modern materials. The portfolio of the online art publisher based in Leipzig comprises more than 100,000 images. Posterlounge offers artists the opportunity to market their works with only little effort. Thus, they can use the platform as an additional sales channel. Collaborations with renowned image and artist agencies such as National Geographic, Bridgeman Art and Everett Collection complement the high-quality portfolio. For more information please visit www.posterlounge.co.uk

For more information, please contact:

Sophie Morche | Posterlounge GmbH | Press

Mommsenstraße 6, 04329 Leipzig, Germany

Phone: +49 341 33 97 59 00 | E-Mail: press@posterlounge.co.uk

On our website: www.posterlounge.co.uk/press.html