



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Like Fathers, Like Sons

When 360 degree product photography company Swiftspin need a new turntable for their studio near Bath they don't approach high-tech engineering companies. Instead, directors Terry Mapstone and Pete Gallop call in the big guns... their retired dads Bob and Alan.

As one of the UK's leading 360 degree product photography companies, Swiftspin are constantly developing new turntables on which to photograph clients' products so that they can be displayed on-line in 3D. Each new product throws up a different challenge but the dads are always on hand with a practical solution. "If we need something done properly then we always turn to our dads first" says Terry, Swiftspin's founder. "Not only are they enthusiastic, they both have an eye for a bargain, which is useful in the current financial climate".

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'Swiftspin' is part of trm:vs ltd

Bob (68) is a keen mechanic and when he's not building turntables he's restoring old Hillman Imps, whereas carpenter Alan (66) partakes in woodturning during his spare time. Together, the two men have created turntables on which their sons have photographed shoes, handbags, watches, bicycles, jewellery and even gas masks for some of the countries leading retailers. "It's fun working with our dads" says Pete who heads up the photography studio at Swiftspin. "We're reaping the benefits of the older generation's work ethics whilst providing them with challenges which they love to solve".

As directors of a high-tech company the two sons may know the ins and outs of actionscript, f-stops and image retouching but they admit to being completely stumped by some of the requests they get from clients, for example, how to spin a floating bicycle in mid-air without showing any supports. Before Terry and Pete have finished scratching their heads Bob and Alan have usually rolled up their sleeves and got stuck in to finding a practical solution.

Swiftspin are one of many companies making use of the skills and experience of the retired generation and are proving that reliable, hardworking staff are readily available, they just looked a little closer to home in order to find them.

Ends - 342 words

To view examples of 360 degree product photography please visit www.swiftspin.co.uk.

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From left to right: Pete Gallop, Alan Gallop, Bob Mapstone and Terry Mapstone

Picture attached as high resolution RGB JPEG also available in high resolution CMYK tiff