



PRESS RELEASE

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Putting the fashion industry in a spin

Swiftspin have announced plans to deliver the most cost-effective 3D product photography solution on the market following a redevelopment of their studio near Bath. Their 360 degree product photography service allows retailers to display their products as Swiftspins so that consumers can rotate, zoom, and thoroughly inspect items online as if they were browsing in a physical store.

For the past year Swiftspin have been researching the market and have been perfecting a service which they believe is kind on retailers' pockets. They can now deliver high quality Swiftspins that cost as little as £20 each.

"There are plenty of companies offering 360 product photography" says Swiftspin founder Terry Mapstone' "but some of the prices being quoted are putting retailers off using what is proven to be a brilliant sales tool. In the past even the large retailers could only afford to create 3D rotations for their flagship products, but with our prices they can afford to create them for every product, and small independent retailers can afford to join the party too!".

continues...

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'Swiftpix' and 'Swiftspin' are part of trm:vs ltd

Swiftspin has refined their studio processes to create their Swiftspins faster, easier, and more economically than most. Retailers send their products to Swiftspin, and the company rapidly returns 3D images in a format which can be uploaded immediately to the retailers website.

They may be new kids on the block but Swiftspin are developing rapidly and online retailers who are taking early advantage of their service are already benefitting from a fixed pricing structure, free new feature updates and a referral scheme offering up to 15% discounts.

"We find that clients who try us out with a few products come straight back to us with their full collection, which is great and proves that our Swiftspins work" says Terry. "We don't want to be another company who pop up and then disappear just as quickly. We genuinely want to offer a great service at an affordable price and want to reward our clients for their loyalty."

Ends

To view examples of Swiftspin rotations visit www.swiftspin.co.uk.

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