

## Press release: Wex Photographic and Calumet Photographic UK merge

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### Calumet Photographic UK website closed on 26<sup>th</sup> September

- Calumet Photographic's UK business and Wex Photographic have merged to build a multi-channel offer for enthusiast and professional photographers and filmmakers
- On 26<sup>th</sup> September 2017, Calumet's UK site was closed, with traffic redirected to [www.wexphotographic.com](http://www.wexphotographic.com)
- Investment planned for Calumet UK stores, which will be rebadged under the Wex brand over the coming months
- The Calumet name will continue in the UK as an own-label brand for a range of accessories and studio equipment

London, 26<sup>th</sup> September 2017: With the acquisition of Wex Photographic by Aurelius Equity Opportunities in March 2017, we announced our intention to integrate Wex with Calumet's UK arm, also owned by Aurelius, to create a single, market-leading business that will cater to the needs of a wide range of enthusiast and professional photographers.

As part of this integration, Calumet's UK site at [www.calphoto.co.uk](http://www.calphoto.co.uk) was closed on 26<sup>th</sup> September 2017 and traffic was redirected to [www.wexphotographic.com](http://www.wexphotographic.com). The recently relaunched Wex website was chosen as the online channel for the combined business, largely due to the additional services and better functionality it offers customers.

From 26<sup>th</sup> September onwards, the combined business will offer a true omni-channel experience for customers in the UK across our popular website, nine shops and Norwich-based contact centre. Fixation, the market-leading repair business owned by Wex, will continue to serve its loyal customer base of professional photographers from its Kennington home, as well as working closely with Calumet branches to offer repair services through the combined business.

The Calumet stores will benefit from an extensive investment plan to improve our retail offer, including a development in people, improvements in shop fittings and customer comfort, and more stock. While this programme is rolled out, many of the stores will continue to trade under the 'Calumet' badge. However, all stores will ultimately trade under the Wex brand. Following extensive market research, Wex was found to be the better-known brand, being highly regarded across a range of important customer criteria.

The Calumet name will continue to have a presence in the UK through a range of own-label accessories and studio equipment, sold in-store and online.

Our sister businesses in Germany, Netherlands and Belgium will continue to trade across all channels as Calumet.

David Garratt, Chief Executive Officer at Wex, commented: "Our vision is to create the country's best-loved photo and video retailer through reliably excellent service, range, convenience and advice. We will continue to work hard to help photographers and filmmakers of all abilities meet their objectives, whether online, in-store or on the phone."

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### About Wex Photographic

Wex Photographic, established in 1997, has helped over 800,000 photographers and videographers achieve their goals. Wex's dedication to service, expertise and customer satisfaction is underpinned by competitive prices and the largest range of any UK photo and video retailer, with over 19,000 products. The wexphotographic.com website is complemented by a specialist Customer Contact team, Showroom, and extensive online content. Customers can contact Wex seven days a week by phone, email, live chat, social media, or in person.

In September 2015, Wex Photographic acquired Fixation, the country's leading repair workshop for pro photographers, also offering equipment rental, advice and sales. Trading as Fixation and Wex Repair, it rounds-out a full service proposition for photographers and videographers.

This focus on customer success has made Wex the UK's largest online photographic specialist and winner of many accolades, including 'Retailer of the Year' as voted for by readers of Digital Photo/Practical Photography magazines for the past six years, plus numerous other service awards for over 15 years.

Wex was named 'Online Shop of the Year' by Which? readers in October 2014, shortlisted for 'Retailer of the Year' in 2015, and certified as one of only three Recommended Providers in its 'Electrical Online Retailer' category in 2016.

### About Calumet

Calumet represents over 70 years of experience in photography. Calumet is a leading multi-channel retailer of both branded and own-label digital and analogue photographic and video equipment with 17 locations across Europe, including six in Germany and eight in the UK.

Calumet is the best starting point for those who want to produce perfect images, whether for business or pleasure. It offers an expansive range of photography products and services, informed advice, and personalised customer service to photography enthusiasts, professionals, and companies alike. Calumet's broad assortment of cameras, lenses, bags, tripods etc. is complemented by its extensive selection of lighting equipment and post-processing products, such as monitors, printers, and software. In addition, Calumet provides its customers with in-store testing and expert advice, rental options, workshops, sensor cleaning, and numerous other services that distinguish it as a unique all-service photography retailer.

Calumet's staff shares its customers' passion for photography. Colleagues use their comprehensive knowledge of the subject to deliver an enjoyable purchasing experience and help customers produce images the way they want.

### CONTACT

Louis Wahl  
Chief Customer Officer, Wex Photographic  
Phone: +44 1603 486 413  
Email: lwahl@wex.co.uk

Matt Devine  
Head of Content, Wex Photographic  
Phone: +44 1603 486 413  
Email: mdevine@wex.co.uk