

## Wex and Calumet UK to become Wex Photo Video, featuring the UK's largest photo retail outlet at new London location

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- Wex Photographic and Calumet UK to become Wex Photo Video from 11 October
- Major investment in new 7,000 ft<sup>2</sup> (650 m<sup>2</sup>) site to replace London Drummond St store

**London, 5 October 2017** - Today, Wex Photographic and Calumet UK announce strategic changes to their combined business operations, solidifying their position with enthusiast and professional photographers and filmmakers. The pooled strengths of the two companies will deliver benefits to customers throughout the country, through improved range and service.

Having established its reputation among photographers, Wex has successfully engaged a growing audience of pro videographers and independent filmmakers with recent investment in products and resources. To reflect this expansion, the business will rebrand as Wex Photo Video on 11 October 2017, announcing its intention to become the UK's premier retailer for photographers and videographers.

Wex's Norwich showroom will be rebadged as Wex Photo Video immediately, while Calumet stores will be rebadged and improved throughout 2018.

The imminent closure of Calumet's long-standing Drummond St shop, due to the forthcoming HS2 development, has presented Wex Photo Video with a great opportunity to create a world-class destination for photographers and videographers. Today, the retailer announces the creation of a major new flagship store on Commercial Rd, London E1. With 7,000 ft<sup>2</sup> (650 m<sup>2</sup>) of retail space, the Whitechapel shop will be the largest of its kind in the UK, featuring a huge selection of cameras, lenses, video equipment and accessories. It is also set to feature a drone flight zone, a permanent photography gallery, a theatre zone for live demos and a dedicated events space for seminars, workshops and screenings. Rental and repair services will be provided in cooperation with Fixation, Wex's imaging-solutions centre in Kennington.

The Drummond St team will move to Whitechapel in November 2017.

As a result of this substantial investment in new retail capacity to serve the Greater London market, Calumet's smaller London shop on Wardour St will close for business before Christmas 2017. Any job losses will be kept to a minimum as Wex expands its operations in other locations.

Altogether, this represents the biggest single investment in expanding Britain's photo retail capacity in years. Wex CEO David Garratt commented: "This investment in range and shops illustrates our ongoing promise to help the country's photographers and videographers fulfil their creative goals."

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### **About Wex Photographic (Wex Photo Video from 11 October 2017)**

Established in 1997, Wex Photographic 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 (UK), the country's leading repair workshop for Canon and Nikon 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 International Ltd.**

Calumet International Ltd. 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, both online and in store, 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.

### **PRESS INFORMATION**

For further information about Wex, or to arrange an interview, contact:

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