



## **Efotolab.com Launches Online Photo Lab and E-Commerce Solution for Professional Photographers**

*Professional photographers can quickly upload their event images and make them immediately available for sale with Efotolab.com's new online photo lab service and complete e-commerce solution launched nationwide today at [www.efotolab.com](http://www.efotolab.com). The service enables customers to quickly and conveniently order professional-quality prints within moments of weddings and other events.*

Wilmington, DE ([PRWeb](http://PRWeb)) June 28, 2006 -- Professional photographers can quickly upload their event images and make them immediately available for sale with Efotolab.com's new online photo lab service and complete e-commerce solution launched nationwide today at [www.efotolab.com](http://www.efotolab.com).

“Efotolab.com provides a new revenue stream for professional photographers by enabling them to offer guests at a wedding or any other special event the opportunity to see and purchase images from the event,” said Efotolab.com President Joel Plotkin. “Photographers have told us they often have guests who request this service. We make it very easy for them to meet this need by providing a consumer-friendly e-commerce site, a simple-to-use and robust image upload tool, and immediate access to a professional photo lab, which develops the prints and mails out the orders.”

Efotolab.com has worked with photographers for the last year to develop the online photo lab service and e-commerce site, said Plotkin, who has worked as a professional photographer for more than 18 years. Requests for a Web-based service have increased rapidly in recent years as professional photographers increasingly switched to high-quality digital SLR cameras. Existing consumer-based photo download sites cannot meet this need.

“Professional photographers need a site that will host images by event or job, allow them to set the prices charged to their customers, provide credit card processing, and ultimately deliver high-quality photographic prints without any administrative burden,” Plotkin said. “We built a service that will consistently provide industry-leading quality backed by reliable service and we then incorporated additional features that will help our members increase their sales.”

“Before I started using Efotolab.com, I didn't even try to sell reprints,” said long-time professional photographer, Thom Thompson of Wilmington, Delaware. “I would shoot the job, hand over a disk to the customer and walk away. Within 3 days of uploading my first event onto Efotolab.com, I had customers buying prints.”

Efotolab's back-end system for photographers includes sales and marketing tools, a members' only forum, a free member listing service, an online control panel for account management, and an e-mail marketing tool, which enables photographers to communicate with their customers.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).