

Photo Scanning Service FotoBridge and Association of Personal Photo Organizers (APPO) Announce Strategic Partnership

Leading Photo Scanning Service teams with growing network of Photo Organizers to rescue photo memories across North America. Partnership delivers simple solutions and personal services for preserving and managing lifetime collections of photos and movies to ensure stories are not lost.

Medford, NJ ([PRWEB](#)) August 07, 2013 -- With today's proliferation of digital images, it's easy to become overwhelmed by the raw volume of images and disparate places your photos reside. Equally disturbing is prospect of lost, damaged or simply inaccessible memories trapped in old media. Securing and digitizing old analog photo collections is a first step in preserving, sharing and celebrating old and new memories in ways never before possible. But figuring it all out and getting it done, now that's a challenge. A critically important undertaking, but who has the time and skills to even start?

An increasing number of individuals, families, institutions, and organizations are turning to local APPO certified Photo Organizers for help. And when they do, they are now getting the coordinated resources, expertise and support of two partners sharing a vision to help people preserve and creatively tell their stories through images. [FotoBridge](#), the award-winning national photo scanning service, has joined with the Association of Personal Photo Organizers ([APPO](#)) to deliver an unprecedented level of service to finally digitize, organize and help you fall in love with your photos all over again – both old and new.

The new partnership represents an unprecedented level of collaboration between a global network of local (independent) Photo Organizers and a leading national 'ship-to' [Photo Scanning Service](#). "Both organizations have a track record of delivering highly professional services to thousands of clients across the country in a way that earns trust", said Julie Morris, President of FotoBridge. "We receive thousands of inquiries from individuals and organizations looking for the best ways to preserve, digitize and utilize large traditional photo and movie collections. Our simple, flat-rate digitizing packages continue to make it easy for people to do just that, even when traditional (pre-digital) collections are very large. Increasingly, that success is uncovering new possibilities for integrating complementary photo services for the benefit customers. We share the belief that exciting new opportunities exist to combine the reach and capabilities of a strong national service with the personal, on-site services of qualified photo professionals. APPO is rapidly growing the network of trusted Photo Organizers making this new alliance possible. It's a very exciting time to be in the photo-life management business, especially for APPO members just starting to build their Photo Organizing business."

Through the APPO network, FotoBridge will now refer a local, certified Photo Organizer to its' customers across the USA and Canada who require dedicated, hands-on assistance at their locations. The local services provided may range from preparing and shipping large photo collections to FotoBridges' facility near Philadelphia, PA. (for digitizing) – to hands-on organizing and helping clients find creative ways to save, share and enjoy their ever expanding collections of digital memories. Certified APPO members earn income under the APPO – FotoBridge Program when utilizing FotoBridge as their off-site, professional imaging services provider. Additionally, FotoBridge offers promotional, training and marketing support to individual APPO members in their local markets aimed at helping them grow their client base and portfolio of photo services.

"There is no doubt; APPO is the leading force behind the rapidly growing field of personal photo organizing. We credit them with creating the profession through their vision, educational programs, and highly coveted

professional certifications,” said Ed O’Boyle, Founder of FotoBridge. “We couldn’t be more excited about joining with APPO to unite our growing communities of people now taking charge of their visual legacies. Safeguarding treasured memories just got a whole lot easier and enjoyably hassle-free with this new partnership. We could not have found a more trusted or better aligned partner than APPO and all its’ dedicated, photo-passionate members across the nation and beyond.”

“Providing the highest level of support, training and capabilities to our members as they serve clients and build photo organizing businesses is why APPO exists,” says Cathi Nelson, Founder of APPO. “And that is why we are so excited about our alliance with the team at FotoBridge, it provides every APPO member across North America the opportunity to call upon a nationally trusted service to help grow their local business and succeed. Whether clients find their local APPO Photo Organizer through FotoBridge or a Photo Organizer introduces FotoBridge services, the result is the same for the client – exceptional, high quality services delivered by a team of the most dedicated, capable and trusted partners possible.”

About APPO

The [Association of Personal Photo Organizers](#) is a community of people - organizers, photographers, graphic designers, storytellers, historians, direct sales professionals and people who love photos and stories. Through training, education, networking and collaboration APPO strives to advance the new and growing profession of photo-life management. Our hundreds of trained Personal Photo Organizers specialize in assisting consumers and businesses to rescue their irreplaceable photos and organize them in a way that makes it simple to share their memories, lives and traditions. We help make those distant memories tangible so you can cherish the life you shared with others, reconnecting you to that exact moment of your past.

About FotoBridge

[FotoBridge](#) is a US-based integrated imaging services company. FotoBridge enables consumers, institutions and businesses across North America and internationally to digitally preserve large, highly-valued legacy photo, movie and video collections - fast, safe and secure.



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