

Press release

Creating unforgettable memories: Saal Digital launches EU-wide sponsorship campaign for schools worth €100,000

Vouchers worth €1,000 each for 100 school classes: implement creative photo projects and create premium-quality memory albums

Röttenbach, May 22, 2025 – Saal Digital, one of the leading providers of high-quality photo products, is launching a special sponsorship campaign for schools across Europe. With this initiative, the company aims to offer students and teachers the opportunity to create creative photo projects, memory albums, or other school projects in professional quality. To this end, Saal Digital is giving away vouchers worth a total of €100,000 to 100 school classes.

“We are repeating this campaign for the third time now – it is always a great pleasure for us to be able to capture the most beautiful moments of so many students' and teachers' school days for them and their families with our premium photo products,” explains Reinhard Saal, founder and CEO of the company. “Our photo books stand for brilliant colors, excellent workmanship, and impressive durability – perfect conditions for creating memories that will last a lifetime.”

Saal Digital not only offers school classes financial support, but also access to first-class photo products that stand out thanks to numerous special features. The company's photo books are developed on high-quality photo paper and, thanks to their layflat binding, allow seamless panoramic images across two pages. Premium covers made of acrylic glass or natural linen ensure an exceptional feel and look. With the intuitive Saal Design Software, teachers and students can customize every detail – from the choice of format to creative layouts, clip art, and text.

How schools can participate

The application phase runs from May 23 to May 31, 2025. School classes of all ages – from elementary schools to vocational schools – can apply via the landing page <https://www.saal-digital.eu/support/school-yearbooks/>. Participating is easy: each class submits a short concept or description of their project, for example for a memory album, a creative photo project, or a collection of special moments.

The best 100 submissions will be selected by a jury and rewarded with a voucher worth 1,000 euros. With this voucher, the winners can implement their projects in premium quality via the Saal system and have them printed for up to 33 students, so that everyone in the class can hold their own copy in their hands at the end of the school year.

Apply now and win!

All information on participation and the full terms and conditions can be found on the landing page: <https://www.saal-digital.eu/support/school-yearbooks/>

Image material:

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Caption: With its sponsorship campaign for schools across Europe, Saal Digital wants to give students and teachers the opportunity to create creative photo projects, memory albums, or other school projects in professional quality.
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About Saal Digital

Saal Digital is one of Europe's leading platforms for high-quality photo products. Since its founding in 1981 by Reinhard Saal, the company has evolved from a photo lab to a digital innovation hub. With over 150 employees at its headquarters in Röttenbach, Germany, Saal Digital offers professional photographers, ambitious amateur photographers, and creative minds a complete solution—from intuitive design software to premium products such as photo books and large-format wall art.

Saal Digital's photo books in particular stand for the highest quality: photos are printed on real photo paper, ensuring brilliant colors, razor-sharp details, and impressive durability. Thanks to the unique layflat binding, the pages can be opened completely flat. This allows spectacular panoramic images to be presented seamlessly and without annoying folds – a real highlight for anyone who wants to show off their pictures to their best advantage.

This passion for quality goes hand in hand with a strong commitment to sustainability. An in-house photovoltaic system covers up to 100% of the company's energy requirements, and resource-saving production processes make Saal Digital a TÜV Rheinland-certified climate-neutral company. With short delivery times, innovative technologies, and a dedicated team, Saal Digital sets standards – for everyone who expects the best for their photos.

Further information: www.saal-digital.de

Press contact:

Saal Digital Fotoservice GmbH. Press office, c/o Klenk & Hoursch AG
Friedenstraße 6
81671 Munich, Germany
T: +49 175 9255294
E-Mail: saal-digital@klenkhoursch.de