



## PRESS RELEASE

StockFood GmbH gets a new name

### StockFood becomes Image Professionals

*Munich, August 27<sup>th</sup> 2019:* The Munich-based media service provider StockFood GmbH is given a new company name by Sep. 1<sup>st</sup>, 2019: StockFood becomes Image Professionals. The company, which originally focused on food photography, has continuously expanded its scope of business in recent years and is now emerging with a new company name. Image Professionals will bring together all of the company's specialized agencies and services. However, only the company is being renamed. StockFood, the food photo agency, will remain unaffected.

The previous name originated from the beginnings of the company and limited the company too strictly to food photography, as Managing Director Martin Skultety emphasizes: "The name StockFood is a clear commitment to food and will continue to shape our world-famous food image agency in the future. However, our agency portfolio has become much more comprehensive over the years and has grown far beyond food. With Image Professionals, we will be able to unite all our offerings under one roof."

StockFood started as a food image agency in Germany forty years ago. What followed was a unique success story in the German image agency industry. Today, the agency is regarded as the world's only brand for professional food photography. It is also the only global market leader among the German photo agencies. In 2016 Hubert Burda Media acquired the company.

Managing Director Martin Skultety explains the background: "The renaming was not an easy decision to take, but it is ultimately a logical step. As the name of our company, StockFood had increasingly caused dilution and confusion. Thanks to the renaming, the agency StockFood will now be able to focus fully on its core subject matter again. At the same time, the new company name will allow Image Professionals to develop independently into the future."

Image Professionals runs highly specialized non-food agencies such as living4media, seasons.agency, Friedrich Strauss and lookphotos. The Munich based company also licenses exclusive products of the renowned French food image agency Photocuisine and the UK's Science Photo Library in certain markets. Each of the agency brands will be maintained. In the future they will operate under the corporate roof of Image Professionals GmbH. The new website [www.imageprofessionals.com](http://www.imageprofessionals.com) provides an overview of all business areas of Image Professionals GmbH.

In the last three years, the number of agencies belonging to Image Professionals has doubled. Will the rapid portfolio growth continue at Image Professionals? Managing director Skultety replies with a wink: "There are no further news as of today. But no promises that it will stay that way".

The change to Image Professionals GmbH is merely a company name change. All licenses, contracts and company registrations will remain in full force and effect.



### About Image Professionals:

Image Professionals is the leading international provider of specialist image agencies. The company emerged from StockFood, the leading food specialist among image providers. Creative professionals from the media, marketing and advertising will find the world's largest premium collection of images, videos and features from around 1,750 award-winning food photographers and video producers at [www.stockfood.com](http://www.stockfood.com). The in-house recipe editorial team also offers recipe texts, preparation tips and nutrition information for all contents.

Also from the house of Image Professionals comes the agency [www.living4media.com](http://www.living4media.com) which specialize in living and decorating, [www.seasons.agency](http://www.seasons.agency) offers a focus on beauty photography, the medicine and science agency [www.science-photo.de](http://www.science-photo.de) (distribution in Germany), the garden photos of [www.friedrichstrauss.de](http://www.friedrichstrauss.de) as well as [www.lookphotos.com](http://www.lookphotos.com) with an emphasis on journeys and outdoor.

The company was founded in 1979 by the photographer Pete A. Eising in Munich and has been part of Hubert Burda Media since 2016. Image Professionals employs around 60 people at its headquarters in Munich and at its branches in Maine (USA) and London (UK). The agencies of image professionals are represented on all continents by a worldwide network of partner agencies.

*In connection with reporting on Image Professionals, we will provide you with images of your choice free of charge on request. Just call!*

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