



you are what you create.

## **StockFood and Isopix sign exclusive distribution agreement for Belgium and Luxembourg.**

### **Isopix becomes the reference agency for food images and videos. Features and recipe service is available.**

Brussels, July 1<sup>st</sup>, 2017 – StockFood, the world’s largest agency for food photography, has signed a distribution agreement with Isopix. For Belgium and Luxembourg, Isopix becomes the exclusive master delegate for delivering food images to publishers, communication professionals and companies.

Isopix known for being the distributor for Photocuisine.be, Acp Bauer and Picture Press, strengthens its position with the arrival of [StockFood](#) to become the food image specialist in Belgium.

Isopix offers an incredible collection of contemporary and relevant images that are influenced by the latest trends in photography created by more than 1 500 specialist food photographers. And annually, no less than 75 000 images enrich the Isopix portfolio, which allows our customers to benefit from the largest quantity and the latest trends in food photography.

Trends are key and the team of StockFood makes sure that they permanently adapt the content to make sure that customers can benefit from a variety and diversity at attractive commercial conditions. With the baseline: “you are what you create,” the [StockFood blog](#) draws our attention to trends, new ideas, new talents, etc.

Besides this interest for trends and the future of food photography, StockFood also offers relevant services related to the photography: features, which are ready-made editorial articles including images and text, [step by step image series](#) as well as [professional recipe texts](#). StockFood also provides a [large offering of videos](#) ranging from eye-catching short clips to detailed recipe videos showing the preparation of popular dishes. This last category is ideal for inclusion in trailers, websites, digital signage, etc.

Besides the StockFood collection, Isopix will also become the distributor in Belgium and Luxembourg for the collections, [living4media](#) and [seasons.agency](#).

living4media has a comprehensive offer on interiors, decoration, Do-it Yourself and gardens. It offers single images as well as features. Texts can be written upon request.



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seasons.agency offers a large selection of images in the areas of beauty and cover photography, rounded off by the topics of food, home and travel. High quality images and texts can also be provided upon request.

Martin Skultety, Managing Director of StockFood, is delighted about this agreement: “With its strong expertise in food photography Isopix is an excellent home for our collections. Being well established and recognized on the market, I’m confident that customers will benefit from Isopix’s innovative solutions and tailor-made services to fulfill their image needs.”

Paul Marnef, CEO and founder of Isopix, along with Tom Gastmans, COO of Isopix, are equally delighted about this new step for Isopix: “We are extremely pleased about the distribution of the StockFood brands. Thanks to StockFood, living4media and seasons.agency, our Belgian and Luxemburg customers will now be able to access three times more relevant images and videos, which is going to be a terrific value for them. It’s great news to become the leader of food photography in Belgium and Luxembourg”.

## **ABOUT STOCKFOOD**

StockFood is the world’s leading food specialist among image agencies, offering creative professionals in media, marketing, advertising and publishing the largest food image database on the Internet at [www.stockfood.com](http://www.stockfood.com). This includes an unmatched range of over 600 000 rights-managed and royalty-free images, videos and features created by more than 1 000 internationally renowned photographers and video producers. Expert recipe texts, created by an in-house team, are available for all images, videos and features.

StockFood was established in Germany in 1979 and is represented in more than 80 countries on all continents today. The company employs 60 people in its offices in Munich (Germany) and London (UK) and Maine (USA). Since 2016 StockFood is part of the Hubert Burda Media Group, one of Germany’s largest media companies and market leader in food media.



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## **ABOUT ISOPIX**

Created in 1984, ISOPIX the agency rapidly made its marks and became recognized as a reliable photo agency (press and stock) and a partner offering a wide portfolio of editorial and creative images, both «rights-managed» and «royalty free».

ISOPIX content (photos and videos) focuses on a strong local coverage as well as a large international offering which growing daily by 15,000 pieces of content. ISOPIX represents prestigious internationally-recognized agencies such as the Associated Press in Belgium. From its beginnings, the agency has benefited from a strong team of photographers producing reportages for editorial and corporate clients alike.

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