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HP Snapfish Partners with Huggies

By ITVN News Service
Friday, November 28, 2008

HP Snapfish reinforced its commitment to provide a superior photo sharing experience in India by announcing a strategic partnership with Huggies, world's leading baby care brand. The alliance facilitates the launch of a co branded Photo Center which would enable an enhanced parenting experience for Gen X moms. HP Snapfish, world's leading online photo service, also celebrated its first anniversary in India with over 5 million photos uploaded on its website.

Speaking on the alliance with Huggies, Bala Parthasarathy MD, Asia Pacific, Snapfish, Hewlett-Packard said, "Online photo sharing and printing is a new trend taking fancy of the Gen X mom, who uses the latest technology to store, share and print cherished memories. With the largest array of products in the online photo finishing space in India, Snapfish allows these mothers to create and buy personalized photo memorabilia instantly."

Rajeev Mohan, Managing Director, Kimberly-Clark Lever Paper Ltd, said,

"Over the years, the Huggies brand has evolved into an integral part of helping parents provide best care for their babies. This is another initiative from Huggies® to provide superior parenting experience to Gen X moms – mothers who are experimental, sophisticated and technology savvy. We are confident that Huggies mothers will love this new photo sharing and printing experience."



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