

# Pixel Foundry to launch Pixel Africa

Pixel Foundry, a photographic services agency based in South Africa, has announced that it will be expanding operations in Africa, with new divisions across Nigeria, DRC and other growing markets throughout the sub-Saharan region.



Pixel Africa, who will be headed by Cindy Laufs, aims to provide existing clients such as Insight Nigeria, Low Lintas, Pygma Ogilvy and others with a range of photographic and client account services, while also connecting with new agencies.

Laufs, the business development manager for Pixel Africa states, "This is a very exciting time for the Pixel Foundry. Having already accumulated a number of clients based in other parts of the continent such as Nigeria, Mozambique and Ghana, it made business sense to expand operations into the rest of Africa and actively pursue more opportunities by offering the same host of services we already offer to an extensive network of clients and advertising agencies in South Africa and other territories."



Cindy Laufs

Malcolm Dare, Pixel Foundry owner, says of the Pixel Africa launch, "Being a leading photographic production facility with top photographers on our books, we believe that we can supply the growing advertising industry in sub-Saharan Africa with cutting edge photography."

Cindy went on to say that, "Pixel Foundry Africa's goal is to establish a firm presence in the rest of Africa and become an integral part of its advertising landscape."

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