

Press Release

Osmo preparing for the garden season 2010: Photo shootings for the new catalogue are well under way

The windows are clean, the scene is decorated – only the „star“ is missing, and she should be out of school any minute. Osmo staff member Gerd Friedrich has already positioned his camera, preparing to „shoot“ the Garapa decking profile. Firstly he takes photos of the deck, without the 7 year old “model” Carla (daughter of the home owners), from various angles and perspectives, taking the ever changing light conditions into consideration – from the side, the front, birds eye. Detailed shots of the t&g decking boards, shots of the deck with and without decorative candles and flower arrangements etc on the garden table. Is the tablecloth lying correctly or has it been re-positioned by the wind? Many things have to be taken into consideration when trying to capture a “perfect” photographic moment. A wide selection of good photos is a must so that Thomas Wilper, the “Garden” Product Manager, can present the decking in the best possible way.

As Carla arrives back home from school the excitement of the „shooting with Osmo“ is clearly noticeable, but nevertheless she keeps her patience and poses majestically for the camera with an immediately radiating smile. Even the young puppy „Sandy“ is on best form for the shoot (thanks to small treats). Photographer Gerd Friedrich demonstrates his agility, first clambering onto the trampoline and ascending the play tower thereafter to achieve a better bird’s eye view of the deck. After one or two remodelling breaks and variations with table, model and puppy, the photo shooting comes to an end. Gerd Friedrich is satisfied with the two memory cards full of various portraits and hopes that a few „moments“ have been captured for the new catalogue. „Can you

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send me a catalogue with the picture of me?“ enquires Carla, as Gerd packs away his camera. She smiles once more, and Gerd both thanks her for the work and promises her a copy of the 2010 catalogue.

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Thank you.