

Press release

Saal Art: Curated photo art from world-class photographers for home and office

New platform from Saal Digital makes masterpieces by renowned photographers accessible to everyone.

Röttenbach, 24th November 2025 – Saal Digital, one of Europe's leading providers of premium photo products, is launching [Saal Art](#), a marketplace for photographic art. Starting today, design enthusiasts, art lovers and businesses can order works by renowned photographers as premium wall art, exclusive photo-book editions, and 2026 calendars. The collection spans atmospheric nature photography to spectacular automotive imagery.

Photographic art by internationally acclaimed photographers

At launch, Saal Art presents a carefully curated selection of masterworks by internationally recognized photographers:

- **René Staud:** An automotive specialist working for leading international car manufacturers, staging vehicles with precise lighting.
- **Hans Silvester:** Photographer and author focusing on nature and landscape images as well as documentary projects on indigenous peoples.
- **Christian Ziegler:** A National Geographic photographer documenting nature and culture, with a focus on tropical rainforests and biodiversity.
- **Florian Bachmeier:** A multi-award-winning documentary photographer and World Press Photo winner, known for atmospheric work connecting nature, culture, and social themes.
- **Martin Krolop:** Photographer and educator with a versatile portfolio, sharing his expertise via YouTube and workshops.

Saal Art's intuitive navigation makes it easy to find the right artwork—browse by artist, theme, subject, or product type.

The combination of artistic excellence and technical perfection turns every piece—produced exclusively on demand—into a genuine one-of-a-kind. “With Saal Art, we combine our technical expertise with the vision of making high-quality photographic art accessible to a broad audience,” says Robin Saal, Managing Director of Saal Digital. “We bring museum-grade works into homes and offices, in the trusted quality our customers expect—Made in Germany with the passion and precision that have distinguished us for more than four decades.”

Further information: <https://www.saal-digital.eu/saal-art/>

Image material:

Press release



Caption: Landscape + Nature Wall Art
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About Saal Digital

Saal Digital is one of Europe's leading providers of premium photo products. Founded in 1981 by Reinhard Saal, the company has evolved from a photo lab into a digital innovation hub. With more than 150 employees at its headquarters in Röttenbach, Germany, Saal Digital offers professional photographers, ambitious enthusiasts, and creatives an end-to-end solution—from intuitive design software to premium products such as photo books and large-format wall art.

Saal Digital's photo books are synonymous with top quality: images are exposed on real photo paper (silver halide), delivering brilliant colors, crisp detail, and impressive durability. Thanks to the unique layflat binding, pages open completely flat, so panoramic images can be presented seamlessly without a distracting gutter—ideal for showcasing work at its best.

This passion for quality goes hand in hand with a strong commitment to sustainability. An in-house photovoltaic system covers up to 100% of our energy needs, and resource-efficient production processes have earned Saal Digital TÜV Rheinland certification as a climate-neutral company. With short delivery times, innovative technologies, and a dedicated team, Saal Digital sets the standard for everyone who expects the best for their photos.

Further information: www.saal-digital.eu and the [Saal press gallery](#).

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