



Inspiring Creativity

Press Release

Nottingham, UK

3 August 2009

Serif launches The British ClipArt Collection

Britain brought to life in 1000 new and exclusive clipart images

Serif (Europe) Ltd, the UK's leading independent design, publishing and creative software developer has released the first ever unique collection of entirely British-themed and exclusively British-designed clipart entitled The British Clipart Collection. With 1000 royalty-free images all produced in-house, Serif is the first company to offer such a package and give users an all-encompassing compilation of British artwork.

The British Clipart Collection (priced at £9.99) is being launched alongside Serif's desktop publisher Page-Plus X4, but works with all Serif programs and almost any other software including Word, PowerPoint and photo editors. The clipart images are divided into 10 different categories ranging from wildlife to transport and come in a choice of file formats, including JPG, PNG, and SMF (Serif Metafile), to give users total flexibility when designing in different programs.

"Clipart has been a popular creative resource for many years, yet there has never been a collection that could adequately cater for a British audience", says Gary Bates Managing Director of Serif. "The British Clipart Collection is designed to help people who currently get frustrated by having to wade through huge collections of American-dominated clipart, and provides a comprehensive and genuinely useful selection of fresh artwork designed by our British artists for our British customers. We aimed to capture the essence of Britain in a fun and creative compilation of artwork and I feel we have achieved just that."

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Notes to Editors

PR Enquiries

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Sales Information

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Reseller & Distributor Information

For information on distributing or reselling Serif software in the UK please contact:
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About Serif

Serif develops and publishes the award-winning software range which includes **PagePlus®**, **PhotoPlus™**, **DrawPlus™**, **WebPlus™**, **AlbumPlus™**, **MoviePlus™**, **PanoramaPlus™** and **Digital Scrapbook Artist™**. Founded in 1987 with the aim to develop better value alternatives to high-end design and publishing packages, Serif has been repeatedly praised for its powerful yet easy-to-use software which enables businesses, educational establishments, and ordinary PC users to achieve professional-quality results – whatever their level of experience. With over 6 million customers worldwide and over 200 independent awards and accolades from respected industry publications, Serif has over 200 employees at its head office, development and European sales centre in Nottingham, UK and its North American sales operation in New Hampshire, US.