



## Solution International unveils fully AI-built photography shoot for Spring/Summer 2026



Bedfordshire - 2026-03-05

**Solution International has launched a fully AI-driven photography workflow that creates complete digital sets and AI-generated models, delivering faster, sharper and more cost-efficient product imagery.**

Instead of building physical locations or hiring on-site talent, the company generates photorealistic environments and human models using AI. Real products are professionally photographed and seamlessly integrated into the digital scenes, with precise control over lighting, angles and placement to ensure accuracy and realism.

The result: production time and costs reduced by up to 50% while maintaining premium studio standards. The workflow also enables rapid content variations, allowing assets to be adapted quickly for retailers and partners.

*“This technology and workflow allow us to produce high-quality imagery with far greater speed and precision,”* said **Stacey Simpson Marketing Manager at Solution International**. *“It demonstrates our commitment to practical innovation that not only strengthens our service to customers but means we bridge a gap in the constant need for engaging content across all platforms.”*

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**About Solution International:**

Solution International designs, manufactures and supplies baby and houseware products, known for high quality and reliable delivery of product innovation. Strategically headquartered in the UK for logistical efficiency, the company maintains in-house teams across product development, design, marketing and logistics (including its own warehouse) to ensure end-to-end supply-chain control.