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A new and unique possibility to create your own book on the Internet!

A simple way to create your own book is made possible by Solentro.com!

Who wouldn't want a book about yourself as a gift? The brothers Hampus and Tobias Schidfat have worked with film, screenplay writing and marketing in a number of different occasions, both together and separate. Now they have created the website Solentro.com which offers the possibility to create your own books and order editions from ONE single copy.

If it would have been possible to create your own book on demand when Hampus and Tobias wanted to give their father something unique and special for his birthday they probably wouldn't have developed Solentro.com. A year ago, Hampus and Tobias struggled with the question; What can we give to our father that will be both inspiring and memorable? They came up with the idea to create a book with personal greetings from family and friends.

- Nobody could help us with this. There were web based photo albums but we wanted a real book. The technical applications used for the photo albums doesn't work when you want to write a story and you're focusing on text, and we weren't interested in giving him only a photo album, says Hampus.

The two brothers idea was to let friends and family write greetings, memories and stories about their father. They then put it together in a book.

- We contacted our family, his friends and colleagues but also old high school friends which he hadn't heard from in years. The hardest part was to put everything together, says Tobias.

A friend of a friend who was a designer put it all together and then we took it to a small scale printer. This printer could make a simple wired binded book and it would have been to expensive to print a hard cover book.

- Our father was unreachable that night. As soon as he opened the gift he withdrew from us and sat down in the sofa and immediately started to read, front to back, says Hampus with a big smile on his face. The book was the perfect gift and when we later gave our mother the same type of book the people who had participated in the project started to ask about it. We then started to think about if this could be done in a larger scale.

The brothers decided to further develop their idea based on their former experiences. Hampus knowledge from the film industry and living abroad and Tobias extensive work with marketing and advertisement was a key factor when they were given the opportunity to develop their project at Minc, an incubator focusing on developing knowledge-intensive business ideas with high growth potential

- Our technical application has one single purpose, to make it as simple as possible for the consumer to create a book, says Hampus.

But to create something user friendly is often very difficult. Collaborating with very skilled programmers and designers, Hampus and Tobias worked day and night for several months before Solentro.com was up for the task! At Solentro.com you can easily and free of charge open an account. As the only provider of an "invitation-service", Solentro.com offers the possibility to invite others to contribute with texts and greetings, just as Hampus and Tobias did by hand. The contributions are automatically imported to the book. If you want to, you can upload photos, but Solentro.com offers free usage of illustrations and suitable photos. You can easily change layout and design until you are satisfied. The fact that the book you order is of the highest quality possible is not the only thing that the brothers have thought about.



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- To go to a printer as a private consumer is almost impossible, says Tobias. So we looked around until we found Elanders in Malmö. Their modern digital printing equipment was very suitable for this type of book production.
- Our environmental standpoint was also important and Elanders had recently been certified as a Climate Neutral printer and we wanted to offer books with the Swan ecolabel. These things definitely made our choice easier, says Hampus.

The Schildfat brothers believe that there are many poems, letters, recipes, diaries and other stories just waiting to be printed. This website is perfect both for books as gifts but also for people who writes blogs and want to print their texts somewhere.

- It was absolutely crucial that the books held the highest quality, that they were very beautifully designed and that it was very easy to create and order a book, no matter what type of person you are. We are very happy to be able to present this opportunity at Solentro.com, says Tobias. We are passionate about design so we will work hard in that area. Eventually we hope that we are able to offer design created by renowned artists and designers

Solentro.com is web based, you don't need to download any software and it is totally free. You only pay for the books you order. All our books carry the Swan ecolabel, they are printed at Elanders in Malmö which is the only Climate Neutral printer in Sweden. The books are made "on demand" and can be ordered in editions from ONE single copy.

Please visit us at www.solentro.com! – Welcome! / Hampus & Tobias Schildfat, brothers & founders

This is how easy it is to create a book at www.solentro.com

- Open an account, choose design and the type of book you like.
- Write or paste the text. If you want to, you can upload photos to your book.
- Invite others to contribute with text. The invitation is automatically sent to the recipients, you decide when the final date to contribute with a greeting should be. The recipient's text is automatically imported to your book and you can easily move it around with a smart drag & drop function.
- Change layout and design until you are satisfied. Everything is automatically saved while you are working on your project.
- Place your order when you have reviewed your book.
- Solentro delivers your book within two-three weeks. You can easily order more copies of your book.

Hampus Schildfat

- Worked in Hollywood with screenplay development for Spyglass Entertainment, Storm Entertainment and Gardner Film Inc.
- Worked in Sweden for Svensk filmindustri and GF Studios on Göta Kanal 2, Rosa-the movie, Arn-Tempelriddaren and Arn-Riket vid vägens slut.
- Has also produced web-TV, industrial films, documentaries and written feature screenplays.
- A degree from Lund University with a scholarship from University of California Santa Barbara.

Tobias Schildfat

- Worked with project management, sales and marketing, both local and international, for the past nine years for companies like Borneo Internet Management, Handelsbanken and Findus.
- As business unit manager at Findus he was responsible for over 50 product launches, introduced individual targeted marketing, findus.se, digital consumer campaigns and worked with concept development, TV-commercials and branding.
- Holds a Master of Science in business administration from Lund University with marketing as major. Studied abroad in both Great Britain (Erasmus scholarship) and Germany.

Solentro is situated at Minc in Malmö. Minc is an incubator focusing on developing knowledge-intensive business ideas with high growth potential. (www.minc.se/about_eng.aspx).