



SECOND HAND
SAVES
THE WORLD

The largest guaranteed used photo market in Europe.

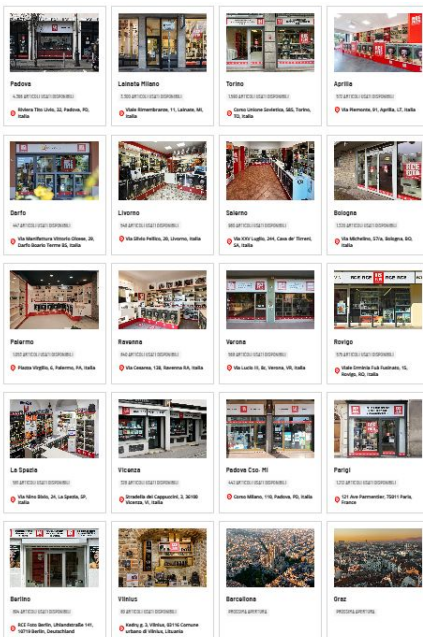
A solid and innovative business model, combining specialized retail, high-performance e-commerce, proprietary technologies, and a worldwide community of enthusiasts.



An integrated system for the guaranteed used photo market in Europe

THE LARGEST USED PHOTOGRAPHY MARKET WITH A WARRANTY OF UP TO FOUR YEARS.

RCE Foto is a chain of 18 specialized stores in Italy, Germany, France, and Lithuania, with 90 partner shops across every region of Italy. We buy your used equipment for immediate payment or as a trade-in for new or used gear. [Learn more](#).



Our mission

RCE Foto is an integrated system combining physical stores and digital channels, specializing in the purchase and sale of guaranteed used photographic equipment. We enable professional and passionate photographers to access certified quality equipment.

With over 50 years of experience in the sector, we have built a reputation based on technical expertise, rigorous quality control, and impeccable customer service.

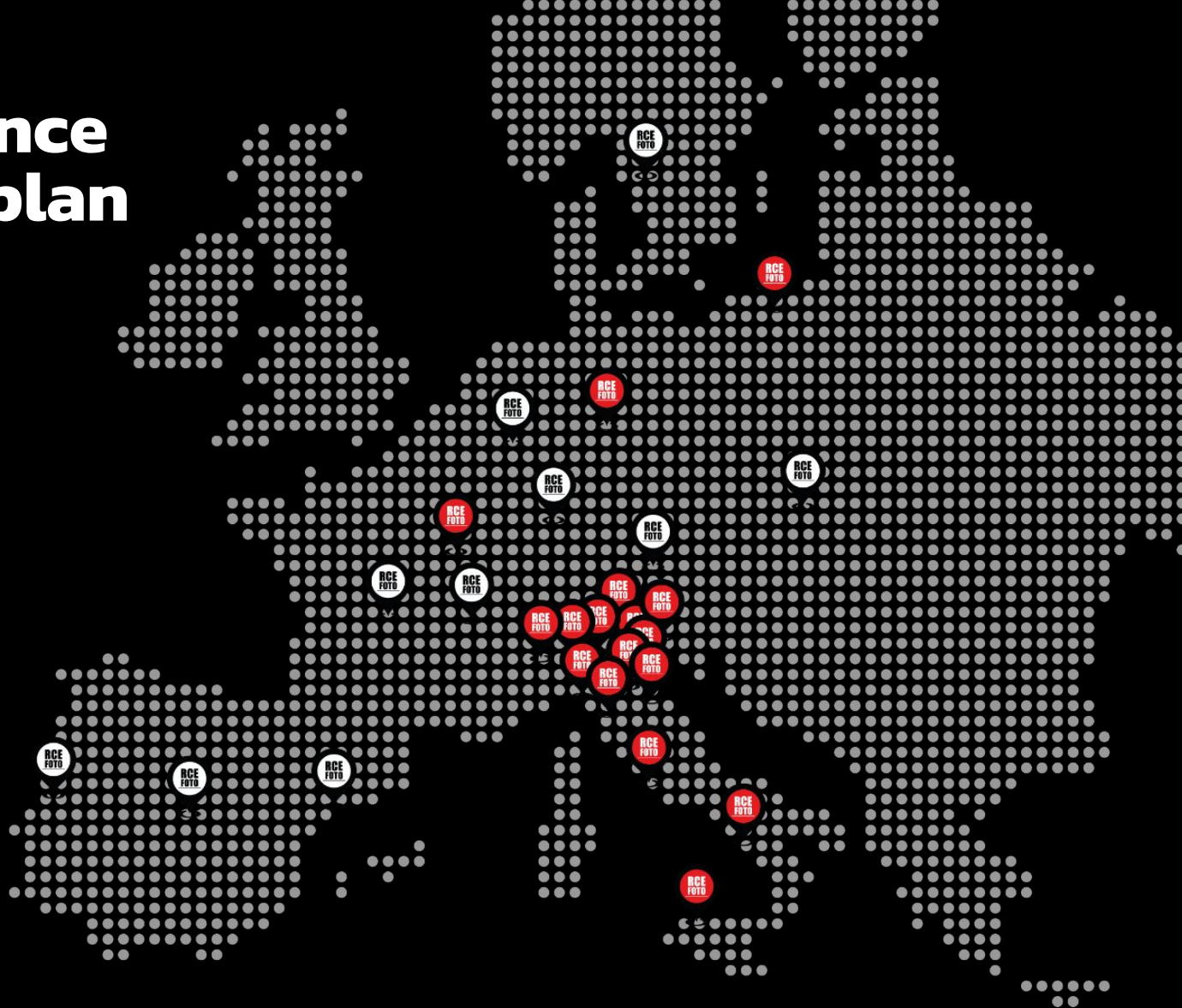
European Presence and expansion plan

21 RCE stores

Directly managed points of sale
by the group in strategic
locations.

2026 Expansion

New openings planned to
consolidate leadership.



A rapidly growing market

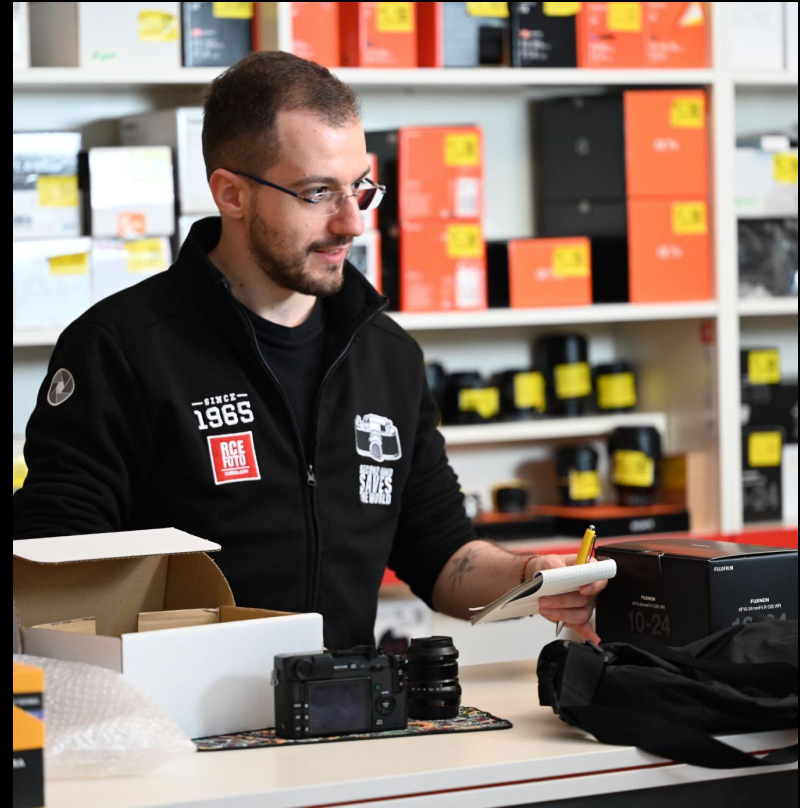
Market Opportunities

The used photography market is experiencing strong growth, driven by increased environmental awareness and consumers' search for value.

Structured competition is rare: only a few players offer guarantees, professional services, and a complete buying experience.

Unique Positioning

Undisputed leader, with unique and difficult-to-match competitive advantages.



The numbers that make the difference

20,000

Cameras and lenses in the catalog

A constantly updated inventory of certified products

1,800

Cameras and lenses purchased per week

Continuous acquisitions to guarantee variety and novelty

1.5M

Page views / month

Qualified and growing online traffic

2,000

Shipments / week across Europe

Efficient logistics, serving our customers throughout Europe

These figures reflect the group's operational solidity and the trust placed in it by thousands of customers, both professionals and enthusiasts.

A reputation built on trust

What customers say

Thousands of positive reviews daily confirm the quality of our service. Our customers appreciate the transparency, technical competence, and reliability that characterize every transaction.

4.8



on over 10,000 reviews



Seriousness

Professionalism at every step of the process



Reliability

Concrete guarantees and dedicated assistance



Competence

Recognized technical expertise in the sector

The RCE model: exceeding expectations



Active listening

We know and meet the unique needs of every photographer



Excellent service

We go beyond market standards in every interaction



Loyal community

Every satisfied customer becomes an ambassador for our brand

We don't just sell equipment: we build lasting relationships based on trust and a shared passion for photography.

The RCE guarantee: certified reliability



Complete protection

We offer guarantees of up to 4 years on all digital equipment, providing unparalleled coverage in the used photography sector.



In-house assistance centers

Specialized technicians for quick and qualified interventions



Quality control

Every product is tested and certified before sale

Our after-sales service ensures total peace of mind and is a real asset for our franchisees.

Visibility through content

Marketing excellenc

We work with professional creators and photographers to create authentic content, strengthening brand authority and stimulating sales.

This content marketing strategy creates constant engagement and positions RCE as a cultural reference, beyond its commercial dimension.



Original content

Videos, tutorials, and product tests carried out by professionals



Community engagement

Constant dialogue with the community of photographers



Organic growth

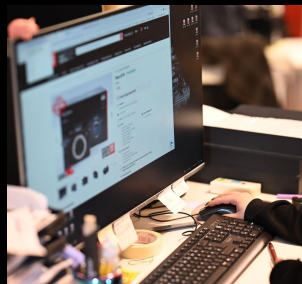
Constantly increasing visibility and sales

Integrated omnichannel approach



Physical store

Strategic points of sale for direct contact and an immersive product experience.



Owned e-commerce

Plateforme technologique de pointe pour des achats sûrs et faciles



Partner marketplaces

Cutting-edge technological platform for safe and easy purchases



Social media

Storytelling and direct exchanges to create a strong connection with the community

A complete integration of all channels that multiplies sales opportunities and guarantees a fluid customer experience for franchisees.

An exceptional entrepreneurial opportunity

The complete integration of all channels allows franchisees to multiply their sales while offering a fluid and seamless customer experience.





The only ones in Europe

RCE is the only European network to combine an organized retail structure with an online platform dedicated to the purchase and sale of guaranteed used photographic equipment.

This uniqueness allows us to evolve in a market where organized competition is very limited, while achieving high margins: an average of 30% on digital equipment and up to 80% on analog equipment, ensuring both economic solidity and a quick return on investment.

Support for affiliates

Full support, from launch to growth

Our affiliates benefit from continuous support, marketing resources, and immediate access to RCE systems.





Advantages

A complete system, from vision to operationality



Recognized Brand

Over 50 years of experience, a solid brand, and a proven communication system.



Training and Support

8 weeks of structured training, proprietary technology, and continuous operational support.



Territorial Exclusivity

Guarantee of geographical exclusivity and complete support during the opening of your point of sale.



Immediate Online Visibility

Inclusion on rcefoto.com (1.5M+ page views/month) to sell online from day one.

Contacts

Details and further information

To obtain more information on the RCE Foto franchise project and explore the possibility of joining the network:



franchising@rcefoto.com



franchising.rcefoto.com



**LE PLUS GRAND MARCHÉ
DE MATÉRIEL PHOTO
D'OCCASION GARANTI**





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rcefoto.com