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The All-New WeTransfer Pro Introduces Dynamic Tools for Creative Professionals

Tools for Collecting Inspiration and Presenting Ideas will now be included in the WeTransfer Pro subscription

AMSTERDAM — March 30, 2021 — WeTransfer, the company with a set of tools for the creative process, today announced that it has expanded its Pro subscription offering to include two new products for creative professionals to bring their ideas to life. Starting today, the all-new WeTransfer Pro comes with the premium versions of Paste, WeTransfer’s Webby Award-winning visual presentation tool, and Collect, WeTransfer’s go-to app for saving and sharing inspiration. Additionally, WeTransfer today announced the launch of the Collect web app, making it even easier to sync any type of content across all devices.

WeTransfer’s subscription business has grown significantly in the past year, in response to the increase in remote work and the rise of the independent creator economy. WeTransfer has met this growing demand by expanding its product team and building tools and features designed specifically for the needs of creative professionals.

“This launch is a big step in our ongoing commitment to serve the needs of creative professionals around the world,” said Alexandar Vassilev, Chief Technology and Product Officer at WeTransfer. “The creative process is unlike any other because it requires both structure and flexibility, originality and collaboration, play and polish. WeTransfer Pro is here to make each step of that process easier to manage.”

This new release showcases WeTransfer’s focus on helping their users better organize their client workflows and deliver ideas with maximum impact. Every WeTransfer Pro product is designed for the visualization of creative work, and built-in branding features including custom URLs, logos, fonts, and colors help freelancers show up like a pro.

“With the rise of working from home, there is more pressure than ever to be creative and productive. Now our subscribers will be able to use WeTransfer Pro for everything from gathering inspiration with Collect, pitching a new concept with Paste, and delivering their final files in style with WeTransfer,” said Vassilev.

“This is only the beginning. We’re excited to continue to make it easier for creative professionals to shape their ideas and deliver them with impact to their clients and collaborators.”

About WeTransfer

Having made its name in the game of quick and simple file-sharing, WeTransfer has grown into a collection of tools designed for and inspired by the creative process. Collect is the go-to app 4M people turn to for saving and sharing inspiration. Paste® is the collaborative presentation tool of choice for over 40,000 fast-moving teams. Paper® helps 30M minds sketch, paint, and draw on iOS. And of course, there’s the original file-sharing platform, where 70 million people send over 1.5 billion files every month. Around 75% of WeTransfer users identify as creatives, and it’s this global community the company exists to celebrate and inspire on WePresent, WeTransfer’s editorial platform.

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