

**Press Release (Consumer Version)**



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*Don't lose your precious wedding and family videos and photographs*

*Latest research says high street DVDs and CDs rot over time*

People in Bolton with precious wedding, christening, anniversary, birthday, holiday and family videos on DVD and photographs on CD are being warned that they may not be able to view the contents of these DVDs and CDs in future.

Bolton-based video copying and duplication specialists, The Video Copy Company Limited, on Chorley Old Road, says that recent research shows that the dye used in high-street CDs and DVDs rots over time, in as little as 2 to 10 years, leaving CDs and DVDs unplayable and the contents unviewable.

This means that any wedding and family videos and photographs on DVD or CD may be lost - forever.

Paul Cragg, of The Video Copy Company Limited, explains: "When the first CDs and DVDs arrived on the scene back in 1999 they seemed the perfect way to record any wedding, family or holiday memories forever.

“However, recent research now shows that the average CD and DVD contains an organic dye which fades between 2 and 10 years, leaving discs unplayable and in effect meaning that the contents could be lost.”

“We have had several customers recently where this has happened and they have lost precious wedding and family memories because once the disc rot sets in there is no way to retrieve the contents.”

Mr Cragg went on: “I suspect there are many people in Bolton that will have large collections of videos of their children growing up and I am sure that if the tapes have already been transferred to DVD, these people in particular will be horrified to learn that their precious family movies are at risk of being lost.”

Mr Cragg says that a solution is at hand though.

“Gold archive discs have now come onto the market which, as the name suggests, actually use real gold as part of the dye and these have a considerably longer life - of about 100 years, provided they are stored properly.”

“If people want to keep their precious memories from weddings, christenings, anniversaries, birthdays, holidays or other life events, genuinely forever, they need to have their existing CDs and DVDs transferred to the new gold discs.”

The Video Copy Company Limited provides a range of other copying, transfer and duplication services, from 1 individual copy to 1m! This includes transferring videos to DVD, cine to DVD, slides to DVD, negatives to DVD, audio tape to CD, photos to

DVD, and converting smartphone and digital camera files to DVD.

The Video Copy Company Limited is part of the well-known local commercial video producers the [Apple Video Facilities Group](#).

For further information, please visit [www.thevideocopycompany.com](http://www.thevideocopycompany.com)

or call 01204 847 974.

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Issued by: Red Flame Marketing on behalf of The Video Copy Company Limited.

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For more information about The Video Copy Company, please visit [www.thevideocopycompany.com](http://www.thevideocopycompany.com)