

Clipping Path India announces new name and brand

The image editing service platform's new brand reflects the company's focus on outsourcing for good.



Nottinghamshire, Nottingham, Oct 4, 2021 ([Issuewire.com](https://www.issuewire.com)) - Clipping Path India, a leading [online photo editing service](#), unveiled their rebrand today, with a new name, a new logo, and a new website. The company is now Path—a name inspired by their bestselling service and original name, and a play on the idea of making things simpler and forward movement.

What launched as a small family business in Gaibandha, Bangladesh is now a leading image editing service with customers and team members all over the world.

Path launched in 2008—a time when an SEO-friendly name like [Clipping Path India](#) was a winning strategy. It worked: Since 2008, Path has become a global leader in image editing. The company has edited more than 8 million images for 22,000+ photographers and e-commerce brands, with 3800+ 5-star reviews.

“The landscape for digital businesses has changed in the past 13 years,” said Path’s founder and CEO, Atiqur Rahman Molla. “The new brand reflects our core mission: helping people, businesses, and communities thrive. We believe outsourcing can change the world for the better—both for businesses

and for the communities where our teams work and live. And we wanted that to come through in our brand.”

Since launching, Path has created almost 1,000 jobs in Gaibandha, Molla’s home village in rural Bangladesh. The company’s training center, the Sarah Institute, equips villagers with the skills they need to build careers as professional designers. The path still considers itself a family business, just a much bigger family than when they started.

Visit pathedits.com to see the new brand in action.

About Path

The path is a digital photo editing service specializing in image editing for eCommerce businesses and pros. Founded as a family business in Bangladesh in 2008, the company has since edited more than 8 million images and garnered 3800+ 5-star reviews. Path’s good work goes beyond perfect edits—the company is committed to outsourcing for good, working to support local communities through sustainable jobs, education, and philanthropy. You can find Path at pathedits.com.



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