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PRESS RELEASE

Profoto launches a new generation of battery-driven compact flashes

Profoto is proud to introduce the Profoto B20 (250Ws), and B30 (500Ws), evolving the trusted foundation of the extremely successful B10-range. These new flashes bring even faster performance, a class-leading powerful LED, and greater flexibility to photographers and content creators working on-location.

A cornerstone for growth and profitability

With the launch of the B20 and B30, Profoto cements the foundation for continued growth and profitability within the core business. With its popularity amongst many professional on-location photographers, the B10-range has been a great contributor to progress and increased revenues. And with the new generation of groundbreaking products that is not only replacing, but surpassing the existing B10-range, Profoto is well equipped to continue to drive growth and profitability in the core business area.

“The Profoto B20 and B30 are not just improved successors to the B10X and B10X Plus. It’s a totally new product platform that can carry several generations of future products for years to come. We always focus on keeping our promise to our customers, which is to provide tools for visual image creators that make their job easier, more efficient, and profitable. And with all the improvements that B20 and B30 brings that is exactly what we have done.” Says Anders Hedebark, CEO of Profoto.

Profoto B20 and B30 – Refined to perfection

The B20 and B30 are designed for photographers and visual creators who need reliability, flexibility, and ease of use. Built for durability and speed, featuring faster recycling and a grip-friendly rubberized surface, and with a more sturdy and robust casing. They ensure seamless performance in any environment.

For hybrid creators, the bi-color LED now offers 50% more output, enhancing the creative flexibility when shooting video. Combined with Profoto’s Light Shaping System – offering over 120 modifiers– these flashes maximize creative possibilities together with an intuitive interface that simplifies and makes setups more efficient.

“As with all Profoto products, the B20 and B30 are built for long-term reliability and precision,” adds Göran Marén. *These innovations reinforce Profoto’s leadership in professional lighting, delivering tools that not only keep pace with the evolving demands of the industry, but stays ahead of it.”*

All products are now available to order from Profoto’s authorized dealers and profoto.com as of today, 10th of June 2025.

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About Profoto

Profoto was founded more than 50 years ago and has since then been a world leader in lighting equipment for professional photographers, driving innovation and awareness of how to create better images through light. We know that light is the indispensable source in all image creation – regardless of camera or situation. Creating great images is about mastering and shaping light. The end users are professional photographers and commercial customers, including major consumer brands and e-commerce companies. The company currently has sales in 51 countries worldwide. Net sales in 2024 totaled SEK 731m, with an EBIT margin of 23 percent. Profoto has 148 employees at its headquarters in Stockholm and in subsidiaries in the USA, Japan, China, Germany, France, England and the Netherlands.

For more information about Profoto, please visit <https://investors.profoto.com>

Image Attachments

[Profoto B20](#)

[Profoto B30](#)

[Profoto B20 B30](#)

Attachments

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