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## AgfaPhoto goes reusably retro

MARCH 30, 2021

New shipments of the popular and affordable **AgfaPhoto Retro FUN Reusable 35mm Film Camera** are headed to Australia, with AgfaPhoto distributor, Independent Photographic Supplies (iPhoto), estimating availability early in April, well-before Mother's Day on May 9.



The cameras comes in three coloured wraps – red, black and 'coffee'.

Low-cost, re-usable 35mm film point-and-shoot retro styled fun cameras proved to be a great seller over the 2020 Christmas sales period. The cameras are geared toward photography enthusiasts looking for a fun, 'old school' and affordable 35mm film camera that's easy to use. They're a step above disposable film cameras, and offer a more environmentally-friendly solution to film photography as they aren't thrown away after use.

The AgfaPhoto Reusable 35mm Film Camera features a 31mm f9 fixed aperture lens, and 1/120s fixed shutter speed. A built-in flash makes the camera capable of shooting indoors and at night, or in other low-light shooting scenarios. The focus-free camera is compatible with colour negative and black-and-white film, covering ISO 200, 400, and 800. The camera has a retro-style body and comes in three coloured wraps – red, black and coffee (brown), leveraging off AgfaPhoto's long history of fun consumer 35mm camera's.

The camera comes in a box with an Agfa embossed soft case, a strap, and 12-month Australian and New Zealand warranty through iPhoto. It requires a single AAA battery to operate.

The market for second-hand vintage 35mm analog point-and-shoot cameras has gone gangbusters in the last decade. With the Agfa re-usable cameras selling at around \$99 each, they're more affordable (and easier to use) than many sought-after vintage point-and-shoot film cameras.

Agfa has been a major player in consumer photography for almost a century. In 2005, when digital photography had taken a hold of the camera market, Agfa pulled back from the photo industry, re-emerging as a brand in 2018 via a licensing deal. With film photography making a huge comeback, AgfaPhoto has returned to its silver halide roots.

### **Agfa single-use cameras in no short supply**

With a reported shortage of Kodak and Fujifilm single-use disposable film cameras, iPhoto has secured an ongoing and guaranteed supply of the Agfa SUC range, as well as AgfaPhoto professional black and white film.

#### **Single Use Cameras:**

1. Agfa LeBox Flash 400-27exp (10Pk.) Note – Ubiquitous Fun Anywhere/ Anytime Flash Disposable Camera
2. Agfa LeBox OCEAN – All Weather 400-27exp (10Pk.) Note – All Weather Underwater Camera (to 3m)
3. Agfa LeBox 'Hipster' Black & White FLASH 400-27exp (10Pk.) Note – Traditional Agfa B & W Film in a Single Use Flash Camera
4. Agfa LeBox Wedding FLASH 400-27exp (10Pk.) Note – Special Wedding Day Wrap specifically designed for Wedding Reception Use

#### **Professional Camera Film:**

5. Agfa APX400 135-36exp. (10Pk.) Note – Professional Black & White Negative high speed film for producing prints using a traditional black & white printing process.

[Contact iPhoto](#) for more info.

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