



News

Photo Counter Best Shots



Kathryn Steinhardt  
(Treasure Pics/Kingaroy Photo Lab)

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IPS adds Kodak to 'Best Brands' portfolio

June 23, 2011: Independent Photo Supplies has been appointed as a Kodak distributor to photo specialists and pro labs in Australia from July 1, 2011.

IPS already offers photo specialists and pro labs what it calls the 'Best Brands in Imaging' with a range of paper and process solutions for both wet or dry minilabs, pro labs, school photofinishers and wholesalers, and the iconic Kodak brand further strengthens the Australian-owned company's position as a one-stop-shop for photo services consumables.



'Photo specialty minilabs, professional, commercial and social/portrait photographers and wholesale labs can now source all they need from Independent Photo, providing a real alternative to their customers, and clearly differentiating themselves from their mass merchant/supermarket competitors' commoditised print offerings,' said IPS managing director, Stuart Holmes.

'The extensive Kodak photo specialty media range includes everything from Kodak Edge Paper; Kodak Royal Digital Photo Paper, with its full digital emulsion and distinctive gold back print; to the iridescent qualities of the soon-to-be-released Kodak Royal Luminous silver halide paper, which takes consumer paper to a new level.

'This will help retailers and photofinishers to further distinguish themselves from the bigger retail chains by adding a quality dimension to their offer to customers.'

Adrian Fleming, managing director, Kodak Australasia said, 'We are very excited about the new opportunities that Independent Photo (IPS) will offer, and the value this new partnership will bring to our customers across our portfolio.'

To complement the retail photo specialty area, IPS has also announced availability of Kodak's family of Professional Endura Media, including VC Supra Media which carries the exclusive 'Professional Copyright Message' to help pro photographers protect copyright.

Also available is Endura Ultra, Ultra HD, Metallic, and Duratrans, along with a wide range of water-soluble and UV-curable wide format media and inks, including the full range of Kodak Professional films and media.

'With so many new print media offerings now available via IPS to lab owners and their end customers, quality photo printing just got more exciting!' said Stuart Holmes.

Although the range has expanded, IPS will continue to offer service and support through its IPS QC Trusted Quality Monitoring and Profiling Services - expanded to include the Kodak range.

'Nothing has changed except your independent one-stop-shop for photo imaging - just got (a lot) bigger,' noted Stuart Holmes.

'IPS stands by its commitment to offer the Australian market "the Best Brands in Imaging" and is proud to add the quality of the Kodak brand to its existing premium range of photo products.'

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Posted By Jeff - Photo Tech New Zealand 06/23/2011 07:23:48 PM

Congratulations to IPS, great work, once again it proves that there is still a can do attitude in the photo business even when we are all struggling to make a dollar. We look forward to some great IPS deals for the customers in NZ also. Regards Jeff Photo Tech

Posted By Stuart Holmes-Independent Photo (IPS) 06/23/2011 05:44:29 PM

To all the 'Local Experts' - you said you wanted BIG PREMIUM BRANDS ! We listened, now you've got them! See you on Stand # 437 PMA Show Sydney, Best Regards, Stuart, Rob & all the Guys at IPS

 HAVE YOUR SAY

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