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By Greg Borrowman | Monday, 11 July 2011 14:22

Independent Photographic Supplies is the new Kodak distributor in Australia

Independent Photographic Supplies (IPS) has been appointed the Australian distributor for Kodak Professional and Kodak Consumer photo imaging products.

Established in 2003, Independent Photographic Supplies (IPS) provides high-quality products, support and services to professional photo labs, wholesale photo labs and professional photographers. *'Photo specialty minilabs, and professional commercial, social/portrait and wholesale labs can now source and provide a real alternative to their customers,'* says IPS Managing Director, Stuart Holmes. *'The extensive range of Kodak photo specialty media includes everything from Kodak Edge Paper, Kodak Royal Digital Photo Paper with its full digital emulsion and distinctive gold back print, to the superb iridescent qualities of Kodak Royal Luminous Silver Halide Paper which elevates consumer paper to a new level.'*



IPS says that by using Kodak products, retailers and photofinishers can further differentiate themselves from the mass merchants and supermarkets by offering a quality dimension to photo specialty retail printing. *'IPS stands by its commitment to offer the Australian market "The Best Brands in Imaging" and is proud to add the quality Kodak brand to its existing premium range of photo products,'* Holmes told ProPhoto Magazine.

To complement the retail photo specialty area, IPS is offering Kodak's family of Endura professional media, including VC Supra Endura which carries the exclusive 'Professional Copyright Message' that helps protect the copyrights of professional photographers. IPS is also making available Kodak 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 pro films, media and accessories. *'With so many new print media offerings now available via IPS to lab owners and their customers, quality photo printing just got exciting again!'* said Holmes.

For more about Kodak visit [Independent Photographic Supplies \(IPS\)](#)

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