



Kodak re-appoints Independent Photo

May 13, 2016

Independent Photographic Supplies has signed a record third Sales & Distribution Agreement with Kodak Alaris as the official A / NZ distributor of Kodak AgX paper and photo chemistry products to the photo specialty channel, incorporating Kodak Express and all photo specialty retailer channel opportunities, along with the Kodak professional, commercial and school finishing lab channel in Australia, New Zealand, The Cook Islands, Fiji, New Guinea, Norfolk Island and Vanuatu .

IPS managing director, Stuart Holmes (*pictured right*) made the following comments on the appointment: 'IPS is delighted on re-signing yet another new sales and distribution agreement again with our longstanding and valued supply partner, Kodak Alaris.



'Silver halide is the quality product that all other imaging products are measured against, and is still the most significant quality print media in professional and retail labs across Australia, New Zealand and the Asia Pacific region, and the Kodak brand of professional paper and chemistry is at the forefront of high quality imaging with the widest range of AgX imaging media in the world today.

'Kodak's AgX range features two grades of high quality consumer photo specialty papers – Edge and Royal, and four grades of premium quality professional papers – Premier Digital, Kodak Endura, Metallic and Canvas Paper – plus the superb Duratrans premium quality display transparency media.

'It goes to show, that while there have been changes and shifts within the photographic industry – there is always a place for superb premium quality and product innovation – and the Kodak brand of premium photo imaging products bring both these hallmarks to a photo specialty labs output.

'IPS is proud to retain the Kodak brand in a premium position within its 'Best Brands in Imaging' portfolio,' he said.

Independent Photo (IPS) was established by Stuart Holmes and Rob Voysey in August 2003 with the aim of providing a specialist range of photographic media, services and equipment to all professional and photo specialty retail photolab operators across Australia, New Zealand and the Asia Pacific region with 'the Best Brands in Imaging'.

