

# Kodak

Distributor

## "INDEPENDENT PHOTO (IPS)" APPOINTED KODAK PRO DISTRIBUTOR

### Iconic Brand Added To Its Extensive 'Best Brands In Imaging' Range

Independent Photographic Supplies Pty Ltd (IPS) has been appointed the distributor of Kodak Professional and Kodak Consumer photo imaging products in Australia. IPS is very proud to add the most iconic brand in imaging to its extensive portfolio.

Already servicing the industry with the 'Best Brands in Imaging' range - including a paper and process solution in both wet or dry processes for every minilab, prolab, school finisher and wholesale lab - IPS has strengthened its portfolio with the addition of the highly respected Kodak name.

IPS are the photo industry professionals with over 250 years of combined experience and who have been entrusted to distribute and support the world's most iconic photographic brand.

"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. "They finally differentiate themselves from the mass merchant and

supermarket 'commoditised' print offerings.

#### **Kodak Consumer 'Photo Specialty'**

"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, helping retailers and photofinishers to further differentiate themselves from the mass merchants and supermarkets by offering a quality dimension to photo specialty retail printing."

#### **Kodak Professional:**

To complement the retail photo specialty area, IPS is also able to offer Kodak's superb family of Endura professional media, including VC Supra Endura which carries the exclusive 'Professional Copyright Message' to help protect professional photographers' 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 pro films, media and accessories.

"With so many new print media offerings now available via IPS to the lab owners and their end customers, quality

photo printing just got exciting again!", says Stuart Holmes.

Although the range it offers has now significantly expanded, IPS will still offer the superior service and support with its IPS QC Trusted Quality Monitoring and Profiling Services. Nothing has changed except that your independent one-stop-shop for photo imaging just got (a lot) bigger.

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.

#### **About Independent Photo (IPS):**

Established in 2003, Independent Photographic Supplies Pty Ltd (IPS) has built its respected reputation on providing high quality products, support and services to the professional lab, wholesale labs and professional photographers via a dedicated and experienced team operating in all states. They are backed up by IPS QC Trusted Online Chemistry Monitoring and Digital Profiling Service by IPS Technical Support Managers with warehouse supply locations in Mascot, Sydney and in Perth, Western Australia, for prompt and professional deliveries.

For more about Independent Photographic Supplies (IPS) visit [www.iphoto.net.au](http://www.iphoto.net.au)



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