

Dear Lomographers,

You've probably already heard about the changes to Eastman Kodak Company and the launch of the new Kodak Alaris company – formed by the two businesses Eastman Kodak spun off: Personalised Imaging and Document Imaging.

I wanted to personally write to you to let you know that we @ Kodak Alaris are as committed today to safeguarding your Kodak Moments as we ever were!

Building upon the unique and valuable assets from our heritage, Kodak Alaris' Personalised Imaging will offer you everything you expect from a leading photography brand, including;

- ▶ trusted and beloved Kodak still-camera film products;
- ▶ the widest range of traditional photographic paper and workflow solutions for labs;
- ▶ instant printing with the retail instant picture kiosks offering consumers personalised premium photo products;
- ▶ digital souvenir photography services and solutions at theme parks, iconic destinations & resorts.

Whether you are a photographer who loves to shoot on film, looking forward to get the maximum out of your images printed on photographic paper, or someone who shoots and prints for fun using digital – we want you to know that we're dedicated to delivering a product or service to suit your every need.

Our products will continue to use the iconic Kodak brand and offer the same world-class quality. More importantly, we will continue to offer the full portfolio of photographic films and papers. Whether you prefer shooting on the award-winning KODAK PROFESSIONAL PORTRA films or an all time classic like the KODAK PROFESSIONAL TRI-X or you look forward to print your images on the unmatched KODAK PROFESSIONAL ENDURA Metallic paper – Kodak Alaris will continue to offer all you need!

If you can't locate where to buy or process your Kodak film, don't forget to use our free KODAK PROFESSIONAL Film App for iOS devices:



This App helps you to access a wide variety of information including your nearest sales and development location as well as on-the-go information about film formats, what films to use in different situations and access to a black and white processing tool and sun calculator. For any question related to film, please contact us via profilm@kodak.com.

Finally, we would like to thank you for your very important support to analogue photography. We promise to continue to communicate, support and engage with you. Together we will play a major part in the continuity of film photography!

Kind regards,



Dennis Olbrich
President, Personalised Imaging, Kodak Alaris