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Kodak Alaris Announces EKTACHROME E100 Availability in 120 and Sheet formats

ROCHESTER, N.Y. Dec 10, 2019 – Kodak Alaris today announced the launch of EKTACHROME E100 in larger formats. A new 120 format 5-roll propack and a new 10 sheet 4x5 box will be available to order within the next 10 days, worldwide.

These new format offerings follow on the highly successful launch of EKTACHROME E100 in 135-36x size last year. “Our new E100 film is a big hit with photographers of all ages” said Dennis Olbrich, President – Kodak Alaris Imaging Paper, Photo Chemicals and Film. “The market response has been tremendous. Adding 120 and sheet films takes us to the next level.”

Sales of professional photographic films have been steadily rising over the last few years, with professionals and enthusiasts alike rediscovering the artistic control offered by manual processes and the creative satisfaction of a physical product.

KODAK PROFESSIONAL EKTACHROME Film E100 is a daylight balanced color positive film, featuring clean, vibrant colors, a neutral tone scale, and extremely fine grain. Its distinctive look is well suited to a wide range of applications, such as product, landscape, nature and fashion photography.

We’ve posted images from some of the photographers who participated in our pre-launch activities. Check out their work on our social media channels.

To learn more, please visit www.kodakalaris.com/go/profilms

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About Kodak Alaris

Kodak Alaris is an independent, global, imaging and technology company on a mission to release the power of images and information around the world. Our digital scanners and intelligent state-of-the-art software services enable companies to unlock the potential of data and information, so they can achieve more. Our film, photographic paper, printing kiosks and consumer apps help people tap into the emotional power of the moments that define our lives.