

Kodak Moments

Kodak Moments Announces New 120 Format Gold 200 Film

ROCHESTER, N.Y. March 16, 2022 – **Kodak Moments**, a division of Kodak Alaris, continues the expansion of its color film portfolio with the launch of **Kodak Professional** Gold 200 film in a new 120 format 5-roll pro-pack for medium format cameras to satisfy consumer demand.

“The 120 film format was introduced back in 1901 for the Brownie No. 2 camera” said Thomas Mooney, Manager Film Capture Products, **Kodak Moments** Division. “Although it’s been around for 120 years, it’s still one of the most popular film formats in use today. One main reason for its popularity is that the larger film negative can be enlarged significantly without losing image quality. This is a great opportunity for aspiring photographers looking to make the jump from 35mm to medium format photography”.

The new 120 format **Kodak Professional** Gold 200 is an affordable, entry-level color film featuring an ideal combination of warm saturated color, fine grain, and high sharpness. It is designed for photographers shooting at any level for daylight and flash capture.

Starting today, the 120 format Gold 200 Film is available for dealers, retailers, and distributors around the world and is intended to be priced 25 percent lower than the comparable PORTRA and EKTAR offerings.

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

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Kodak Moments is a leading global provider of photo products and services to retailers, consumers, and entertainment properties. We inspire consumers to bring their memories to life—delivering innovative, high-quality photo products and experiences they find truly meaningful. Powered by over 100,000 consumer touchpoints across 30 countries globally, it’s our mission to be the brand consumers choose to celebrate and preserve life’s memories, from the big events to the everyday moments that matter.

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Contact:

Emma Gielata

Account Director

Kodakmoments@matternow.com