



## **CHUGAI PHOTO CHEMICAL CO.,LTD.**

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### **PRESS RELEASE –**

### **WORLD FAMOUS ILFORD BRAND NOW IN SAFE HANDS AND TO RE-EMERGE AS A LEADER IN THE GLOBAL IMAGING AND GRAPHICS MARKETS**

Chugai Photo Chemical Co. Ltd of Tokyo, Japan and C.R. Kennedy & Company Pty Ltd of Melbourne, Australia, have been successful in their bid for the ILFORD Trade Marks and Associated Assets.

ILFORD is a World famous brand and is one of the great pioneers of the Photographic Industry with a proud 135 year history.

The acquisition will see leading products such as ILFORD GALERIE PRESTIGE and ILFORD OMNIJET range continue, with existing ICC profiles, on a world-wide basis.

A new company Ilford Imaging Europe GMBH has been established, as a joint venture and will be responsible for all product development, production, logistics, sales and marketing activities. Clement Kennedy and Arnoud Mekenkamp have been appointed as joint Managing Directors.

The ILFORD brand is now in safe hands. Together, both partners have a combined history of 146 years in the Photo Industry. They are committed to implementing long term strategies for growth, with respect for the history and traditions of the ILFORD brand. ILFORD has for 135 years represented outstanding quality; this will continue.

#### **Chugai Photo Chemicals Co. Ltd**

Since its inception in 1948, Chugai Photo Chemicals has steadfastly advanced as a manufacturer of photo chemicals and related imaging products. By supporting the growth of imaging technology, Chugai Photo contributes to the advanced information society. Now with the eyes on the future, Chugai Photo is evolving into an innovative and comprehensive imaging company. The company is transforming into a think tank of creativity and originality for consistency, offering superlative products and services. Chugai Photo promises to accommodate the ever-growing needs of customers by remaining at the cutting edge of 21<sup>st</sup> century imaging technology. Perpetual growth as a value-creator, that is Chugai Photo's constant challenge.

#### **C.R. Kennedy & Company Pty Ltd**

Established in 1934, the company is Australia/New Zealand's leading Photographic Distributor.  
**[www.crkennedy.com.au](http://www.crkennedy.com.au)**