

IMAGECARE Program adds Brazilian flair to membership roster



“The bottom line for ensuring high-quality images for motion pictures destined for cinema or broadcast distribution begins with accurate, quality-controlled processing of the film negative,” says David Trejo, general director of Cinecolor do Brasil and Megacolor in Sao Paulo, Brazil. “We have achieved that goal at both of our laboratories.”

Cinecolor do Brasil and Megacolor have both earned accreditation by the KODAK IMAGECARE Program for negative processing. This assessment is designed to assure filmmakers that these laboratories consistently adhere to the highest-quality standards for film processing. They are the first facilities in the country to earn IMAGECARE Program certification.

“By following KODAK IMAGECARE Program guidelines, we have improved our documentation processes to complement our own operating standards, which include using the most modern equipment available,” says Trejo. “The IMAGECARE Program provides the industry with superior standards of quality that have raised the bar on laboratory services around the world. Our customers are enjoying the benefits.”

Cinecolor do Brasil was founded in 1985. The lab offers 35mm and 16mm processing, optical sound transfer and various related services. The lab boasts modern equipment, advanced chemical processes, and environmental control systems. Megacolor was established in 2000. The facility offers 35mm and 16mm front-end lab services, optical special effects, blow-ups, and telecine. Both facilities feature innovative ‘clean room’ procedures, which eliminate particles that float in the air.

The two labs are owned by Chilefilms, which also operates facilities in Chile, Mexico, and Argentina, the latter of which was also recently accredited for negative film processing. A fifth lab is currently under construction in Colombia.

Kodak designed the IMAGECARE Program to support film lab operations and personnel who execute procedures that ensure

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excellence in film processing. Membership now extends to 43 film labs in 26 countries since the program was initiated in 1996, and continues to grow year after year.

“Our goal is to assist laboratories around the world in optimizing their operations,” says Wendy Elms, worldwide manager of the KODAK IMAGECARE Program. “Filmmakers can confidently choose accredited labs knowing they are receiving reliable, consistent services as stipulated by the Program’s guidelines.”

Trejo observes, “Our reputation can only improve in the local and international markets. Our clients consider us one of the most modern labs in the country with a respected staff of professionals. Our ‘clean room’ system has differentiated us in the industry. Being a member of the KODAK IMAGECARE Program supports our ongoing commitment to providing the highest quality services. All these factors contribute to our success and make us a better company. We are thankful to Kodak for their support of the industry and commitment to quality.”

For more information on Chilefilms, visit www.chilefilms.cl.