

# Two more for the **Cinecolor group**

Cinecolor Chile and Cinecolor Mexico are the most recent additions to KODAK's IMAGECARE Program. Having met the exacting requirements for camera negative processing, the addition of these two laboratories takes the total membership to five for the Cinecolor group.

Being the first laboratory in Chile to attain the demanding standards of Program accreditation has provided the entire company with a renewed sense of professional pride. Juan Carlos Arriagada, project manager for Cinecolor Chile says, "Everyone from the board of directors to the operators were convinced of the value of the IMAGECARE Program accreditation. As a result, procedural, training and infrastructure changes were comprehensive. Operators were re-trained and a new chemistry area and stock storage were constructed and put in operation. The laboratory's work-flow was reviewed in detail, with all processes of receiving, handling, processing, chemistry control and delivery standardized and streamlined to ensure maximum quality control of our customers' most important asset, the negative."

## Instantly-recognisable standard

Membership in the Program provides each laboratory with an instantly-recognizable standard of quality. "When new customers know we are certified by the KODAK IMAGECARE Program, they entrust their work to us, it's that simple," says Diego Balestra, General Director of Cinecolor Mexico. "I can



cite a call I received from the USA, from Julio Bove of the Bosco Entertainment company, the first thing he asked, even before prices, was were we certified by KODAK IMAGECARE Program?" The laboratory has processed negatives for major advertising clients Central Films, Industria 3, and Chameleon Films, as well as the feature films *Erase una vez en Durango*, and *Erotika*.



During the accreditation process, a Kodak technician assists and certifies lab personnel in standardizing and documenting procedures, monitoring and controlling processes, and in demonstrating an ability to follow quality control checklists. Balestra considers this aspect of the program particularly productive. “The Program made it very specific as to who is responsible for particular areas in the lab’s operations. By charting all information into a spreadsheet, we have substantially improved our response time to customers’ requests.”

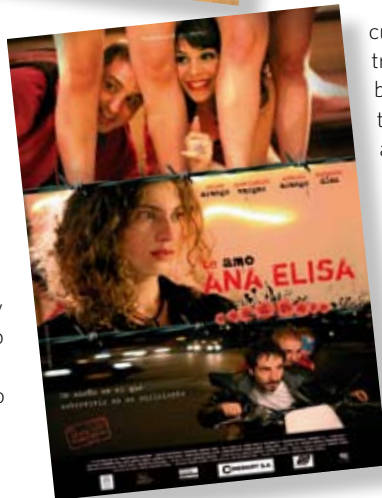
### Cinecolor Mexico

“The accreditation program is very important to the industry because customers know that a laboratory possessing accreditation is a quality operation,” points out Cinecolor Mexico’s Balestra. “It’s important to our laboratory because our clients don’t want to be concerned with the myriad of technical information involved in negative processing, they simply want consistent high-quality results from a reliable company. Being a member of the IMAGECARE Program provides that assurance. The Program provides a solid structure to minimize human error while increasing the capacity of problem resolution, something customers’ value. Being part of the KODAK IMAGECARE Program family is a huge step forward in providing quality services to our customers.”

### New customers

The Cinecolor laboratory in Chile attracted new customers even before the IMAGECARE Program accreditation process was completed. “We were negotiating the negative processing and daily transfers of *El Baile de la Victoria*,” explains Arriagada. “Knowing that Cinecolor Chile would have accreditation meant the other processing lab in town wasn’t even considered. This project by Spain’s Oscar award winning director, Fernando Trueba, far exceeds any other shot in Chile, and the KODAK IMAGECARE Program helped us to get it.”

“Kodak established the Program to help our customers improve the quality of their operations” comments Nicolas Casolino, Regional Business General Manager, El, Latin American Region. “It provides the industry with superior standards of quality that attract business. That’s good for everyone.”



Arriagada echoes this sentiment. “Our customers don’t want to break their heads trying to understand laboratory operations, but they do understand quality. Being part of the IMAGECARE Program family is a step ahead on improving services to them,” he comments. “Being a member of this select Kodak group is an honour and an award for our laboratory team.”

For details of services offered by Cinecolor Chile visit their website at [www.chilefilms.cl](http://www.chilefilms.cl) and for more information on Cinecolor Mexico visit [www.cinecolor.com.mx](http://www.cinecolor.com.mx).

Visit [www.kodak.com/go/imagecare](http://www.kodak.com/go/imagecare) for further information on the KODAK IMAGECARE Program and to get a full list of member laboratories worldwide.

