

Estudios Churubusco Azteca joins Latin America's KODAK IMAGECARE Program Membership

Estudios Churubusco Azteca in Mexico City has become the seventh motion picture processing laboratory in the Latin America Region to earn accreditation as a member of the KODAK IMAGECARE Program.



The government-owned laboratory, which forms part of one of Mexico's oldest studio complexes, achieved accreditation in Camera Negative Processing.

Estudios Churubusco Azteca is regarded with the same high esteem in Latin America that American film studios have in Hollywood. Inaugurated in 1945, it is the largest and most modern film facility in the region and has serviced well over 2,000 films. Recent titles include, *No te preocupes por el Amor (Do Not Worry about Love)*, *Buenas Intenciones (Good Intentions)*, *Cosmos, Cerca de Ella (Closer to Her)*, *Como Pez en el Agua (Like Fish in Water)*, *La Casa Invita (On the house)*, *Una Cita (An appointment)*, *Fausto* and *Vida Suicida (Suicidal Life)*

Excellent quality

"The laboratory is a vital link in the production chain for Estudios Churubusco," explains Laboratory Manager, Jorge Gallardo. "As a result of the KODAK IMAGECARE Program accreditation process, we are confident we will be able to rely on excellent quality for both film processing and the associated digital processes, which will be reflected by an ever-increasing confidence and satisfaction from our customers."

Management and staff met the requirements of the Program with enthusiasm and invoked changes in the structure of the company as well as with procedures and the organization.

"In addition to the full review and change to the structure of our technical staff, we also evaluated the performance of technicians who, in some cases, were trained for different service areas," notes Gallardo. "We even changed the entry

point for our technical personnel to better maintain the laboratory cleanliness!"

"The Program, provided us with guidelines to manage the development of film processes and maintenance logs of processes and these will help us detect any problems easily and implement solutions in a timely manner," he enthuses. "Our improved procedures complement the standards of operation, including the use of the latest equipment for which a maintenance training matrix was developed. We implemented measures for quality assurance and completely redesigned the quality control department. We now have the latest and best techniques for film processing."

Trust and reassurance

Estudios Churubusco Azteca places much emphasis on the importance of providing its customers with an environment of trust and reassurance in relation to quality film processing. They understand that by introducing improvements associated with the KODAK IMAGECARE Program they can count on safeguards in quality, more efficient processes and simplified problem solving.

"Without a doubt, we have seen improvements as a result of going through the Program accreditation process," Gallardo says. "Now we can count on better documented processes and record-keeping to quickly identify problems and deliver rapid solutions. We also have a better working environment, which has been the result of improvements within the organization and delimitation of functions."

Visit www.kodak.com/go/imagecare for further information on the KODAK IMAGECARE Program and to get a full list of members laboratories worldwide.

