

# Labofilms leads Latin America in KODAK IMAGECARE Program Accreditation

**Labofilms in Mexico City has become the first motion picture processing laboratory in the Latin America Region to earn accreditation in Release Printing Services in addition to Camera Negative Processing as a member of the KODAK IMAGECARE Program.**

Founded in 1970, the laboratory became a member of the Program in July 2006 and provides processing of 35mm, 16mm and Super 16mm color negative and print films complemented by ultrasonic cleaning and color grading facilities. It has achieved re-accreditation in Camera Negative Processing year-on-year and, this year, has been awarded accreditation in Release Printing Services, which acknowledges their excellence in meeting standards for consistently high-quality in both color negative and release print film processing.

Among Labofilms clients are major studios and distributors, such as United International Pictures, Warner Bros., Fox, Columbia and New Line Cinemas and the lab boasts a number of highly recognizable international titles in its credit roll such as *Iron Man*, *Indiana Jones*, *Spiderman 3*, the *Shrek* films, *War Of The Worlds* accompanied by local films such as *Ver Ilover*, directed by Elisa Miller, which won the Palme d'Or prize at the 60th Cannes Film Festival.

Labofilms engineers Javier Puentes and Victor Manuel Hernandez were responsible for evaluating the procedures and implementing the necessary changes in accordance with the KODAK IMAGECARE Program Assessment Report. Changes in the organizational structure resulted in improved communication between the production, maintenance and chemicals departments, which created more effective problem-solving.

"For Labofilms, the accreditation process was a learning experience that enabled us to expand our knowledge about film processing in relation to quality standards," remarked Guillermo Alagón, General Manager. "The Program brought about a number of organizational and structural changes. We appointed heads of department(s) for improved accountability, introduced documentation of daily processes and developed better maintenance, daily operations and production logs."



"Since the implementation of these changes, we have achieved greater control over the variation in the densitometric and sensitometric processes," observes Alagón. "In this way, we offer our customers the highest level of quality from the first copy to the last and customers enjoy the comfort of knowing that regardless of where the production is from, provided they are working with certified laboratories, copies will always look the same around the world."

"The KODAK IMAGECARE Program is designed to ensure motion picture film laboratories around the world adhere to the highest standards," says Nicolas Casolino, Regional Business General Manager, Latin America Region. "Accredited member facilities can be relied upon by both local and international filmmakers who are looking for the peace of mind that only comes from quality assurance. When they process at a member laboratory, they can know the standards are structured to consistently optimise services and reliably produce results of outstanding quality."

Being the first laboratory in Mexico and Latin America to obtain full accreditation is a distinction that Labofilms and its engineers are justly proud of and adds to the laboratory's 35-year history of working hard to maintain its reputation for excellence.

For more information on Labofilms visit [www.labofilms.com.mx](http://www.labofilms.com.mx)