

# Indonesia's Mitra Film Lab raises the bar

Mitra Film Lab in Jakarta, Indonesia has joined the list of facilities accredited for meeting KODAK IMAGECARE Program standards for consistently high-quality color negative film processing.

Handling the processing for both local television and feature film projects, Mitra Film Lab also provides services for high profile international productions, including Discovery Channel's *Animal Planet* and National Geographic documentaries and has experience with international television commercials such as 7UP, Clairol, and Pocar Sweat.

The company is ambitious and embraces the international competition, which encourages it to strive for overall improvements to attract a broader client base.

"Our goal is to become the leading film laboratory in South East Asia," explains Yohana Widjaya, General Manager. "To compete globally it was essential to bring our processing standards in-line with world's best practices and the only way to achieve this was to become a member of the KODAK IMAGECARE Program."

The Mitra workforce consists of young, energetic technicians and managers with at least 15 years of experience. Services include processing of 35mm, 16mm and Super 16mm color negative films and although yet to be accredited in print processing, the laboratory also processes print film utilising Kodak Kit Chemicals for ECP 2D (Eastman Color Print) to assist them in achieving consistent and high quality results.

"Despite the extensive experience of our staff, there was certain technical knowledge we learned as a result of becoming a member of the Program," says Widjaya. "Consequently, we now apply the new procedures and can maintain consistent processing quality as well as providing our clients with faster, more accurate reporting."

Since its accreditation in April 2007, the laboratory has benefited directly from its improved standards and is delighted by the appreciation it has received by its client base. "After learning about our Program membership, our clients have shown more confidence in us and we have noticed improvements in client loyalty," Widjaya enthuses.



Aware of the interest in digital capture technology, Mitra Film Lab looks at this development as an opportunity. "We are facing tremendous progress and changes that take place almost minute-by-minute," says Widjaya. "For film to remain strong, there is no choice but to maintain optimum image quality. This, in turn, helps filmmakers achieve the best results possible and we are proud that our achievement as a member of the KODAK IMAGECARE Program affords them this opportunity."

The laboratory has stated a commitment to future investment, preferring to purchase only state-of-the-art equipment. Its progressive outlook is underscored by the team's ambitious mind-set and plans to expand the facility.

