

## New SA custodian for Kodak

Eastman Kodak has appointed Optus Brands, a subsidiary of the Fore Good Group, as the national distributor and brand custodian for Kodak in South Africa.



Top L-R Wayne Sacharowitz (CFO), Selwyn Smith (Chairman) & Leron Varsha (CEO) from Fore Good Investments. Alfred Otieno (Business Development Manager, Kodak, SA).

Bottom L-R Komal Sharma (Kodak Cluster Business Manager for Consumer Products in Middle East & Africa), Anthony Doyle (Managing Director) & Eric Sacharowitz (Commercial Director) from Optus Brands.

Optus Brands will be responsible for the full distribution, commercial development, and marketing of Kodak digital cameras, accessories and devices, as well as consumables for retail printing and the servicing of Kodak retail digital printing systems. Currently there are 150 Kodak Express stores, over 600 Kodak digital printing outlets and over 1500 retail selling points for Kodak digital products to serve consumers countrywide.

“Kodak remains fully committed to South Africa as one of our important emerging markets. Strategically we needed to find a strong partner who can support our vision for accelerated growth and enhanced service levels to take the brand forward and reach even further heights in South Africa,” says Komal Sharma, Kodak cluster business manager for consumer products in Middle East & Africa.

Fore Good Group Chairman, Selwyn Smith, concludes, “We strongly believe that there is an exciting opportunity for further growth for Kodak products in South Africa. We have been in talks over the last few months and are delighted to have brought together a great new team headed up by Anthony Doyle to lead the ... brand into the future. Anthony brings over 13 years experience in managing the Kodak business in South Africa and having driven its transition to leadership in the digital imaging market.”