



CASE STUDY

Strand





From its beginning in 1992, Strand Europe Ltd has grown from a small, family-run UK company to a global distribution company. Starting with a line of VHS, blank media and electrical accessories, Strand has built a reputation among retailers for its quality products and prowess in building effective point-of-sale programs.

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In 2013, Strand saw an opportunity to fill a void in the market occupied by a few recognizable battery manufacturers. They believed that consumers wanted another battery option. However, they required a global brand that represents both quality and reliability.

That year, Strand secured a global license deal to manufacture and sell Kodak-branded batteries. The Strand battery portfolio includes AA, AAA, lithium, alkaline, carbon zinc and CR button cells along with other popular variations. Strand has expanded even further into Kodak LED bulbs, flashlights and headphones. The brand recognition has given Strand the ability to expand into 115 countries – Opening and strengthening relations with distributors and retailers.

“I’ve always been loyal to Kodak and know it’s a strong and powerful brand,” explained Rishi Suri, Managing Director, Strand Europe - who previously worked at Eastman Kodak for ten years. “The Kodak brand isn’t just quickly recognized, it evokes an emotional feeling and an element of trust.”





In eleven years, Strand's battery sales have grown 195%. They are working with new retailers to strengthen their footprint in North and Latin America to expand their market share.

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“Strand's vast line of batteries provides customers worldwide with the ability to power numerous consumer electronics,” explained Clara Fort, Vice President of Global Licensing, Eastman Kodak Company. “Strand is a perfect example of how a company can achieve success by pairing quality products with a robust brand like Kodak.”

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