

CASE STUDY

Prinics





Formed in 2005 in South Korea, Prinics is a privately owned global powerhouse that exports over fifty photo printers and cameras to twenty-one countries. They own global patents in printing technology, including 4PASS technology (Dye Sublimation print). In this process, the photo paper is printed four times, with three color layers and one laminating layer on each image, protecting printed photos against discoloration and contamination.

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Prinics subscribes to three general principles: continuous research and development, strict manufacturing quality control, and an established global sales network. With over 230 employees, Prinics has subsidiaries in China, Europe, India and the United States.

Recognizing its extensive history in photography and film, along with the trust earned by millions of customers, Prinics approached Kodak in 2016. That year, they were granted a Kodak license for their instant print cameras and printers. Since utilizing the Kodak brand, their sales have increased tenfold. In 2023, Prinics experienced its largest sales growth due to their marketing prowess and presence on eCommerce.

“Kodak’s extensive heritage includes a legacy of innovation, reliability and global recognition,” stated Jiyeon No, Director of Sales, Prinics Co, Ltd. “What better way to showcase our innovative photography products than with our association with the Kodak brand.”





Consistent with Kodak's brand positioning, Prinics continues to focus on innovation and quality. In 2024, Prinics launched their KODAK ERA camera line, drawing inspiration from the motif of 35mm film, incorporating Kodak's 135-year heritage and featuring Kodak's iconic black and yellow brand colors.

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A dedicated flagship store will open in Suwon City, South Korea in 2025 to display their vast product line. The store will serve as a strategic point of contact for both local consumers and industry influencers. The goal is to increase their brand visibility and provide customers with an immersive experience with Prinics' products, including demonstrations, workshops, and personalized consultations.

“Prinics is the perfect example of a licensee that leverages Kodak's brand history and trust to its fullest potential,” said Clara Fort, Vice President of Global Brand Licensing at Eastman Kodak. “We are excited about Prinics' continued success as they continue to focus on introducing innovative Kodak products that customers trust.”

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