



CASE STUDY

Star Glory



Star Glory started as a trading company in 2004, acting as an intermediary between western-based retailers and manufacturers in China. They distributed small kitchen appliances, cookware and kitchenware. In 2014, they began manufacturing products in multiple categories.





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With the competitive nature of retail, Star Glory wants their products to be instantly recognizable on store shelves – which is challenging given the investment and time it takes to establish a new brand. Star Glory looks for brands that exemplify trust just as much as their ability to be recognized. It is also important for Star Glory to partner with brands that do not frivolously distribute their licenses to just any product category.

When they began manufacturing televisions, Star Glory wanted a brand that represents innovation, technology and imagery – They didn't have to look far.

Star Glory had been successfully selling Kodak speakers for years. Given Kodak's history in photography and motion pictures, it was an ideal choice for enhanced 4K+ digital in-home media displays. Their decision has paid off with the growth in sales and continuing interest in retailers wanting to carry their televisions.



“The Kodak brand is implanted in your head and has a great history of innovation worldwide,” stated Arun Mahbubani, Star Glory Limited. “Experienced buyers understand the brand’s heritage, while younger generations are becoming aware of Kodak through the popularity of Kodak-branded apparel, eyewear, cameras, mini printers, and even projectors.”

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Never resting on their laurels, Star Glory’s goal is to be the electronics supplier of choice for consumers. They are collaborating with Kodak to further expand their product line with a goal of having consumers purchase two Kodak-branded products on every visit to the electronics aisle.

“Star Glory continues to build an impressive repertoire of Kodak-branded products to satisfy the demand of a growing consumer base, said Clara Fort, Vice President of Global Licensing, Eastman Kodak Company. “We continue to witness how the Kodak brand contributes to success of our licensee’s products.”

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