

INCREASE THE LIFESPAN OF THIS SPECIES FROM TWO WEEKS TO OVER A HUNDRED YEARS.

KODAK PROFESSIONAL ENDURA Media is the premier in color photographic paper and display materials. It is designed to last for more than 200 years in dark storage and more than 100 years in typical home display settings.* In recently completed, independent long-term testing against the previous generation of KODAK PROFESSIONAL Media, ENDURA Media was found to exhibit significantly superior image stability in terms of color balance and dye fade.** So when the perfect photo opportunity presents itself, why not capture it on something that will be around for years to come? To learn more about the full line of ENDURA Media products, visit www.kodak.com/go/endura

For a Professional Lab using Endura Media, please contact Kodak Customer Relations on 1300 659 097.

**ENDURA
Media**

Amazing
output that lasts.



Kodak Professional
Imaging Solutions

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*Base on product application including specific light levels and temperature conditions; testing conducted as specified in ANSI Publication IT9.9-1996 and ISO Publication 10977, "Stability of Colour Photographic Images - Methods for Measuring," including use of illustrative endpoint criteria of 30% dye fade.
**The Image Permanence Institute at the Rochester Institute of Technology.