

Kodak Moments teams up with Disney to bring magical photo moments to Australians

Kodak Moments is proud to be collaborating with The Walt Disney Company Australia and New Zealand to bring an Australian first range of personalised Disney, Pixar, *Star Wars* and Marvel products to Australian families this May.

Available from Wednesday, 1 May 2019 at Kmart photo centres nationally, the range will launch with 2,800 designs to be featured on educational charts, party invitations, greeting cards, border prints, posters, magnets, and mugs.

Iconic characters including Mickey Mouse, Winnie the Pooh and a range of Disney Princesses will be featured as part of the collection; as well as new favourites Rey and BB-8 from *Star Wars*, and Captain Marvel and Black Panther from Marvel.

Each product is completely customisable, allowing children and adults alike the ability to create their own bespoke Disney photo moment by simply adding photos and text.

“Everyone has a favourite photo that instantly delivers warmth, comfort and a special memory. These have always been referred to as Kodak Moments,” said Gavin Wulfsohn, Kodak Moments Sales & Marketing Manager – Australia/New Zealand.

“Adding these Kodak Moments—alongside a touch of Disney magic—to our educational charts can make all the difference in encouraging children to read and count while developing a lifetime love of learning.

“Milestones in your child’s life – from birthdays through to first days – can be themed and personalised, with memories brought to life with iconic Disney characters.”

“We’re thrilled to collaborate with Kodak Moments on this exclusive product range that incorporates the magic of our much-loved characters to create personalised photo moments to treasure for a lifetime,” said Meagan Sanders, VP & GM, *Star Wars* and Consumer Products Commercialisation at The Walt Disney Company Australia and New Zealand.

“This fantastic collaboration not only provides children with a fun photo and learning opportunity through educational charts, but also allows our cherished characters to be part of Australians’ stories.”

The Walt Disney Company’s action-packed movie slate across its key franchises throughout 2019 and beyond, will see the exclusive range of personalised products continue to grow over the coming months, with Disney favourites at its heart.

From Wednesday, 1 May 2019, the exclusive product range will be available on every Kodak Picture Kiosk at all Kmart photo centres, and ready for next-day collection.

For more information, visit: <http://kodakmoments.com.au/disney>

About Kodak Moments

Kodak Moments is a world leading provider of retail photo kiosks and behind-the-counter dry technology photo lab equipment. With an installed base of more than 125,000 kiosks globally, our partners can deliver a portfolio of high-quality photo products to consumers with fulfilment in-store.

Media Enquiries

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