



Brands Distribution Group Ltd
www.brandsaustralia.com
Unit 6 144 Hume Highway
Somerton Victoria 3062
1300 728 606

KONO MANUFAKTUR®
The Reanimated Film

Brands Group announcement: The launch of KONO film

Film is not dead - a reanimated film with unique colours is keeping film alive!

Melbourne, Australia, Wednesday 17 April 2024 - KONO, an authorised brand licensee alongside its exclusive distribution partner, Brands Group, is excited to announce the launch of KONO! films to the Australian and New Zealand markets. Consisting of 30 products at accessible price points, the KONO! Films range offers the perfect film for all types of analog photography.

Film photography is still alive so seize the moment with your analog camera and preserve memories using KONO!'s 35mm colour film. Explore a variety of unique effects and tones to impart a vintage charm to your real-life photos, all achieved directly with KONO!'s specially crafted rolls. Designed for compatibility with 35mm film cameras, each purchase includes one roll of film.

KONO! films offer experimental and enjoyable experiences, handcrafted using 35mm colour or black and white negative films. Each type undergoes a unique process, resulting in random and diverse effects.

The Brands Group is pleased to be launching the KONO! range within Australia and New Zealand. "Kono is an iconic brand with unique films that will appeal to our Australian photographic experts and those wanting to add effects and colour to their photo" says John Rule Managing Director of the Brands Group.



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Products in the category include:

- KONO! Colour
- KONO! Delight
- KONO! Black and White
- KONO! Rama
- KONO! Original films
- KONO! Colour 400
- KONO! Special Films
- KONO! Effect film

**For more information on the product, please contact Brands Distribution Group NZ
Managing Director, John Rule:**

E: john@brandsaustralia.com

P: 09 801 0019

1300 728 606

If you'd like to place an order, please contact our sales team:

E: sales@brandsaustralia.com

P: 09 801 0019

1300 728 606

For all marketing inquiries, please contact our marketing team:

E: marketing@brandsaustralia.com

P: 09 801 0019

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About KONO:



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KONO Manufaktur® is a small analog film manufacturer based in Germany making their own professional film. With a professional background of more than 25 years in the world of analog film, from colour grading and postproduction supervising of big-budget feature films to being responsible for the R&D of the Lomochrome Purple and the return of the 110 film as the Head of Film at the Lomographic Society, the decision was made in 2014 to launch a small film company from scratch.

Today we can proudly announce that we are represented with more than 30 KONO! products on 5 continents in 28 countries.

About the Brands Group

From nostalgic instant cameras and passport photo solutions, we invite consumers, retailers, and commercial partners to look, touch, feel, and experience the chemistry between art and ambition, science and sensuality, engineering and enjoyment. Each of the brands that the Brands Group handles receives the total focus of a dedicated sales and marketing team. Our consumer insights ensure our brands remain keenly positioned in their respective markets and the potency of our marketing communications continues to stir passions for the best in form as well as function