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**Telephone: Ilford 3000**  
**MARKETING DEPARTMENT · ILFORD LIMITED**  
**ILFORD · ESSEX**



## **PRESS RELEASE**

### THE BACKGROUND STORY

The largest British owned business engaged in the manufacture of photographic materials and equipment is Ilford Limited. It dates back to 1879 when Alfred Harman first worked in the basement of his house at Ilford manufacturing dry plates some 7 years after Dr. Maddox invented the dry plate process.

Such has been the success of the enterprise since those humble beginnings, with a staff of only 2 men and 3 boys, that the Company now employs almost 5,000 people in Great Britain alone and produces a wide range of products with an established reputation for quality throughout the world.

Credit for the success is due largely to the progressive outlook of the Company and the excellence of its technical achievements. The name Ilford means for many people simply a range of amateur films, cameras and materials which are known for their quality and reliability. The name, however, stands for much more and is equally well known in the medical, industrial and scientific world, in addition to the administrative side of commerce and industry where document copying and reproduction systems are used.

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The Ilford record in the field of nuclear research is one of which the Company is justifiably proud. For a number of years Ilford was virtually the sole supplier to the Western world of the special emulsions which are needed in fundamental research in nuclear physics. Nuclear emulsion is usually used in the form of a stack, layer upon layer of the emulsion being built up to form a block which, as it travels in the atmosphere, is bombarded by cosmic particles and records their course. Such stacks, weighing as much as 800lbs and containing sufficient silver to make 800,000 or more roll films have travelled by balloon, in aircraft, in the nose capsules of rockets and in satellites orbiting in outer space.

Substantial contributions towards increased safety have been made as a result of faster X Ray films manufactured by Ilford. The use of these films has meant that people who are being X Rayed are exposed to radiation for much shorter periods. The range of X Ray materials is wide and covers all medical needs in addition to industrial requirements for non destructive testing such as the detection of structural imperfections and other weaknesses in mechanical components and the wings and fuselage of aircraft.

The established reputation of the Company in the field of black and white films has been strengthened by large scale marketing operations to launch 3 new colour films early in 1962. Determined to reduce the cost of photography, the Company has achieved some remarkable price reductions by a combination of improved production techniques and increased turnover in the United Kingdom and selected markets on the Continent. Rigid

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inspection to ensure quality control during manufacturer and later, at the processing stage, has been maintained.

A Leo computer has been installed at the Head Offices at Ilford at a cost of £250,000. This has brought about streamlined administrative procedures for dealing with such growing problems as account and stock records, statistics and forecasting.

In the Autumn of 1958 I.C.I. obtained a 30% interest in The Company and at the same time concluded an arrangement under which research information is exchanged.

Ilford Limited own 50% of the only film base manufacturing plant in the Commonwealth - a magnificent modern factory built at a cost of  $2\frac{1}{2}$  million pounds at Brantham Village near Manningtree in Essex.

Looking confidently to the future, Ilford Limited has engaged in a major investment programme and a good deal of re-organisation. Small factories located on different sites have been moved bodily and grouped together to form a new production group at Basildon in Essex, one of Britain's New Towns. The capital cost of this factory, recently completed, is approaching  $2\frac{3}{4}$  million pounds. It includes a complete chemical packing factory, light engineering units, an Azoflex paper coating plant, a factory operated by a subsidiary company which manufactures boxes and cartons, also the Ilford Colour Processing Unit.

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This Unit handles the processing of all Ilford colour films both still and cine and the production of Ilfocolor prints. Films exposed on the Continent are flown in through near by Southend Municipal Airport and then by road to Basildon, where some of the largest and most up to date processing equipment has been installed.

A few miles away at Brentwood stands another giant factory where all Ilford films are made. Included is a substantial research laboratory, housed in a new building specially built for the purpose. At Mobberly in Cheshire is another modern factory housing some of the latest equipment of its kind used in the coating of Ilford Photographic Papers.

Other manufacturing facilities include a substantial stake in S.E. de Productos Fotograficos S.A. Valca Madrid. There is also a manufacturing company in Australia and selling companies in India, Europe and the U.S.A.

The ever increasing number of applications for photographic equipment and materials and the growing use of X Ray in both medical and industrial fields throughout the world, encouraged by the expansion of commerce and industry in many new states in Africa, Asia and elsewhere, presents a vast market. The potential is enormous and Ilford Limited with the considerable technical resources and production capacity now available, is in a position to face the future with confidence.