Is Kodak Still In Business

IS KODAK STILL IN BUSINESS? A DEEP DIVE INTO THE ICONIC BRAND'S MODERN TRANSFORMATION

For decades, the name Kodak was synonymous with photography. From the humble Brownie camera to the ubiquitous yellow boxes of film, Eastman Kodak Company was a titan of the imaging world. Then came the digital revolution — and the company famously fumbled, filing for bankruptcy in 2012. The obituaries for the brand were written quickly, but rumors of its demise have been greatly exaggerated. So, **is Kodak still in business** in 2025? The answer is a resounding yes, but the company you see today is far different from the one that ruled the film era. This article explores how Kodak reinvented itself, where it operates now, and what the future holds for one of the most recognizable names in American industry.

The Short Answer: Kodak Is Alive and Reinvented

Yes, Eastman Kodak Company is still operational. After emerging from Chapter 11 bankruptcy in 2013, the company shed its legacy pension and healthcare obligations, restructured its debt, and pivoted toward commercial printing, packaging, and advanced materials. While it no longer dominates consumer photography, Kodak has carved out profitable niches in enterprise imaging, motion picture film, and even pharmaceuticals (though that venture was short-lived). Today's Kodak is leaner, more diversified, and focused on industrial and business-to-business applications.

FROM DAWN TO DIGITAL DISRUPTION: A BRIEF HISTORY OF KODAK

To understand where Kodak is now, it helps to remember where it came from. Founded by George Eastman in 1888, Kodak democratized photography. The slogan "You press the button, we do the rest" made capturing memories accessible to the masses. By the mid-20th century, Kodak held a dominant market share in film, cameras, and photofinishing. At its peak in 1996, the company had over 145,000 employees and a market capitalization exceeding $30 billion.

But the digital camera — an invention that Kodak itself helped develop in 1975 — ultimately unraveled its core business. Management hesitated to cannibalize lucrative film sales, and by the time digital photography went mainstream, competitors like Canon, Nikon, and Sony had raced ahead. Kodak's digital efforts were too little, too late. Revenue peaked at nearly $16 billion in the late 1990s, then steadily declined. The company filed for Chapter 11 bankruptcy protection on January 19, 2012.

Bankruptcy was a painful but necessary reset. Kodak sold off its digital imaging patents for $525 million, closed its iconic consumer camera division, and focused on commercial printing technologies. The new Kodak emerged with around 7,000 employees — a fraction of its former workforce — but with a clearer strategic focus.

KODAK'S CORE BUSINESSES TODAY: PRINTING, PACKAGING, AND ADVANCED MATERIALS

So, **is Kodak still in business** as a photography company? Not really — at least not for consumers. Instead, Kodak's modern revenue streams come from three main segments:

1. Print Systems (Commercial Printing & Packaging)

Kodak is a leading provider of digital printing presses, plates, and workflow software for commercial printers. Its KODAK NEXPRESS and PROSPER platforms serve customers in publishing, direct mail, labels, and packaging. The company also offers flexographic printing solutions for corrugated packaging, a fast-growing market as e-commerce booms. This B2B printing business generates the majority of Kodak's revenue — roughly 60–70% in recent years.

2. Enterprise Inkjet & Software

Kodak's proprietary Stream Inkjet Technology is used in high-speed digital presses that print variable data on everything from books to transaction documents. The company also sells print workflow software that helps customers manage jobs efficiently. By focusing on productivity and cost savings for commercial printers, Kodak has positioned itself as a key technology partner rather than a consumer brand.

3. Advanced Materials & 3D Printing

Kodak uses its deep expertise in materials science to produce specialty films, optical films for displays, and even components for touchscreens. The company has also ventured into 3D printing filaments under the KODAK brand through a licensing partnership. These advanced materials represent a small but growing segment that leverages Kodak's legacy in chemical and coating technologies.

THE SURPRISING REVIVAL OF FILM PHOTOGRAPHY

While Kodak no longer sells consumer film cameras, it still manufactures analog film and motion picture stock. In fact, the resurgence of interest in film photography — fueled by hipsters, professionals, and retro enthusiasts — has provided a modest but meaningful revenue stream. Demand for KODAK EKTACHROME and TRI-X films has increased, and Kodak has partnered with other brands to produce film for niche markets. In 2022, the company even announced new emulsions like KODAK T-MAX P3200.

Kodak also continues to supply the motion picture industry with film stock. Directors like Christopher Nolan, Quentin Tarantino, and Paul Thomas Anderson have championed shooting on film, keeping Kodak's movie division alive. In 2020, the company signed a multi-year deal with IMAX to provide film for large-format productions. So, while the average person may not buy Kodak film, the brand remains essential for filmmakers who value the aesthetic of analog cinema.

KODAK'S BRIEF FORAY INTO PHARMACEUTICALS

In 2020, Kodak made headlines when it received a $765 million loan from the U.S. government to jump-start domestic production of pharmaceutical ingredients, including those used in hydroxychloroquine. The stock skyrocketed, then crashed amid allegations of insider trading and regulatory scrutiny. The deal was eventually placed on hold, and Kodak never became a major pharma player. While the company still holds some capacity for chemical manufacturing, its pharmaceutical ambitions have been largely abandoned. The episode, however, demonstrated that Kodak is willing to pivot when opportunity arises.

BRAND LICENSING: THE YELLOW BOX LIVES ON

Another pillar of Kodak's survival strategy is brand licensing. Kodak licenses its name and logo to third-party manufacturers of consumer electronics, batteries, photo paper, and even a line of Android tablets. These products are sold in retailers like Walmart, Best Buy, and Amazon, keeping the Kodak name visible to consumers. Licensing generates royalty income with minimal capital investment, providing a stable cash flow to support the core commercial printing business.

Notably, the iconic yellow packaging remains a powerful asset. The Kodak brand still enjoys high recognition and trust, which licensees are happy to pay for. This strategy mirrors how companies like Polaroid and RCA have monetized their heritage names in a post-consumer world.

FINANCIAL HEALTH: IS KODAK PROFITABLE?

It's a fair question: if Kodak is still in business, is it actually making money? The answer is yes, albeit modestly. Since emerging from bankruptcy, the company has reported several consecutive years of positive net income, though revenue has continued to shrink as legacy businesses decline. In fiscal 2023, Kodak reported revenue of around $1.2 billion and a net income of roughly $30 million. The company carries manageable debt and has cash reserves to fund operations. While it's not the growth story it once was, Kodak is a stable, niche industrial company — a far cry from the bankrupt behemoth of 2012.

CHALLENGES AND COMPETITIVE LANDSCAPE

Kodak still faces significant headwinds. The commercial printing industry is highly competitive, with rivals like HP, Xerox, Canon, and Heidelberg investing heavily in digital print technology. The market for offset printing (where Kodak's plates excel) is slowly declining as more print jobs move to digital. Additionally, Kodak's film revival is a niche business; it can sustain a small unit but will never return to the glory days.

Supply chain issues and rising raw material costs have also pressured margins. Kodak's small size makes it vulnerable to fluctuations in demand. To stay afloat, the company must continue innovating in printing technology and find new applications for its materials science expertise.

FUTURE OUTLOOK: CAN KODAK THRIVE AGAIN?

Rather than aiming to reclaim its former throne, Kodak appears focused on steady, profitable operation. The company is investing in sustainable packaging solutions, such as compostable food containers made from its KODAK NEXPRESS printed materials. It is also exploring functional printing — embedding electronics into printed media — which could open doors in IoT and smart packaging. These efforts align with megatrends in sustainability and digitization.

Moreover, Kodak's brand licensing business has room to grow, especially if it expands into premium or lifestyle categories. The company could also leverage its deep patent portfolio, which still covers fundamental imaging technologies, to generate licensing revenue.

As for consumer photography, don't expect Kodak to launch a new digital camera. But the company will likely continue to support analog photography enthusiasts and the film industry. The brand's iconic yellow box may not be as ubiquitous as it once was, but the underlying company is very much alive.

CONCLUSION

So, **is Kodak still in business**? Absolutely. The Eastman Kodak Company of 2025 is not the one your parents grew up with, but it exists, operates, and even turns a profit. It has transformed from a consumer photography giant into a diversified industrial technology company specializing in commercial printing, packaging, advanced materials, brand licensing, and select film production. While the halcyon days of dominating an entire industry are long gone, Kodak has found a new identity — and a sustainable business — by adapting to the realities of a digital world. The yellow box may be smaller, but it still has plenty of film left to unspool.