

ABOUT



Don't undertake a project unless it is manifestly
important and nearly impossible.
Edwin Land. Inventor of Instant Photography

What

Polaroid is transforming itself from an analog Instant Film Production Company to a global Consumer Electronics and Digital Imaging company, with new high quality products for the masses. Because of this re-positioning and running out of essential components, Polaroid globally stopped the production of analog Instant Film in June 2008, closing the factories in Mexico and the Netherlands.

Impossible B.V. leased the former Polaroid production plant in Enschede (NL), acquired the machinery and engaged the most experienced team of Integral Film experts worldwide. The concrete aim is to re-invent and re-produce analog integral film for vintage Polaroid cameras. Polaroid is fully aware and supportive of this goal.

The mission is therefore not to re-build Polaroid Integral film but to develop a new product with new characteristics, consisting of new optimized components, produced with a streamlined modern setup. An innovative and fresh analog material, sold under a new brand name that perfectly matches the global re-positioning of Integral Film.

How

Since 1972, integral film production has followed the exact same recipe, based on exactly the same components invented almost 40 years ago by Polaroid. Every single pack of Integral Instant film consists of about 20 components/parts. Some of essential original components used for producing Polaroid Integral film are not available any more - that's why we have to re-invent and develop new and better solutions for replacing/upgrading problematic/expensive components before re-starting production.

Altogether it's 7 challenges that we face, to name a few - we have to develop a new negative, a new positive, a new battery solution, a new reagent, new materials for mask, pod foil,...

When

Launching October 1st, 2008, The Impossible Project has 15 months to develop this new, modern Integral Film, which should be ready for mass production at the end of 2009.

We plan to produce 1 million films in the first year (2010), and 3 million films thereafter. We expect a maximal worldwide demand of 10 million films in the following years.

Who

André Bosman | Executive Director, Head of Operation & Production

Florian Kaps | Executive Director, Marketing & Business Development

Marwan Saba, Austria | Non-Executive Director, Finance & Legal

Employees | Gerhard Kamphuis, Kees Teekman, Anne Bosma, Dick Koopmans, Bennie Evers, Martin Steinmeijer, Nico Dikken, Paul Latka, Henk Minnen, Johan Vincentie, Diana Vos, Jos Ridderhof, Henk-Jan List

Where

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More?

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