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Introducing Polaroid Reclaimed Blue 600 film: no blue dye needed.

April 4, 2023 In the spirit of innovation, Polaroid is proud to announce the release of [Reclaimed Blue 600 film](#), an original film chemistry discovered through accidental experimentation. At the only Polaroid film factory in the world, a young chemist developed the new chemical process, inventing the striking blue film. Inspired by the challenge of using out-of-spec materials, Polaroid chemist Brian Slaghuis reclaimed those elements to create the limited-edition 600 film.

“At the Polaroid lab, I’ve tested over 200 different chemicals as we’re constantly improving our film chemistry. After experimenting with one called TBHQ, the Reclaimed Blue film was an incredible discovery by accident,” Brian Slaghuis, Polaroid Chemist said.

[Reclaimed Blue 600 film](#) is unlike other duochrome or monochrome films that require dye to make the colors stand out. Instead, Reclaimed Blue is the result of a chemical reaction. Thank you for the blues TBHQ. But: what does that mean. TBHQ (Tertiary Butylhydroquinone) is the magician added to otherwise normal film paste. Normally used in black and white film, the theory is TBHQ gives direction to the other 12 chemicals in classic Polaroid color film to make the existing cyan color strong enough to take over the other colors present.

“Polaroid’s DNA is rooted in experimentation and unlocking the unexpected. Reclaimed Blue captures that essence. It’s science mixed with human perseverance and remarkable accidents,” Oskar Smolokowski, Polaroid Chairman said.

The experiment isn’t over. As Polaroid Reclaimed Blue film emerged from trial and error, Polaroid encourages photographers and creators to experiment with this blue chemistry, to embrace its accidental quality, and to see what unique images they can capture. The release of Polaroid Reclaimed Blue film marks another milestone for the brand, which has always pushed the boundaries of what's possible with instant film. Reclaimed Blue 600 film is now available for purchase at select retailers and at [Polaroid.com](https://polaroid.com).

[Reclaimed Blue 600 film](#): \$16.99, €16.99, £16.99

@Polaroid #TheReclaimedExperiment

Press Contact:

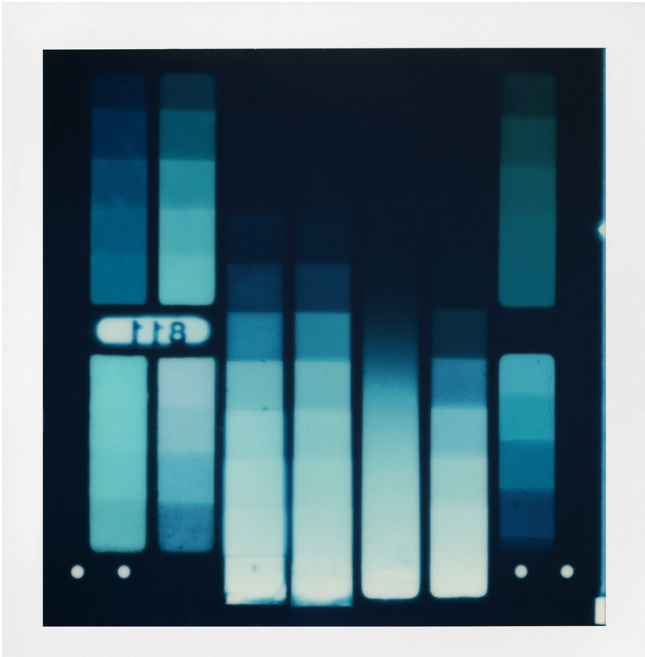
Ruth Bibby

Global Public Relations Manager

E. ruth@polaroid.com

T. +1 478 287 9194

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Assets: April 4th | Polaroid Newsroom

Polaroid was founded by Edwin Land in 1937 as an icon of innovation and engineering. The company first produced ski goggles and 3D glasses for the US Army and Navy. It wasn't until 1943 when Land's daughter asked why she couldn't see a photograph of herself immediately that the idea for the instant camera was born. In 1947 it became a reality with the first ever instant camera.

It was the introduction of the breakthrough Polaroid SX-70 camera in 1972 that launched instant photography.

As we know it today, followed by landmark innovations such as the original OneStep, instant color film; and the Polaroid 600 and Spectra cameras and film formats.

Polaroid cameras went on to inspire artists such as Andy Warhol, Helmut Newton, Robert Mapplethorpe, Maripol, Keith Haring, and Guy Bourdin who raised the brand to the status of a cultural icon.

In the 1990s and 2000s, the swift rise of digital technology eclipsed instant photography and Polaroid announced the end of instant film production in 2008. But that was short-lived; a dedicated group of instant photography fans under the name 'The Impossible Project' saved the last Polaroid factory in the Netherlands. Since then, they have been the only people in the world making film for vintage Polaroid cameras.

In 2017, The Impossible Project re-launched as Polaroid Originals: a brand dedicated exclusively to Polaroid's original analog instant photography products. Bringing analog instant photography back under the Polaroid umbrella was a significant milestone, but it was not the end of the journey. In March 2020, Polaroid took the next step and became one brand, with the one name: Polaroid.

Today, Polaroid has analog instant photography at its core and represents the brand that people all over the world came to know and love for over 80 years. By unifying its entire product portfolio under one name, Polaroid is setting out its new vision as a global brand that will continue to create products that bring people together in human and meaningful ways.

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