



Irohas Photo Film Lab Expands Film Developing Services in Australia

May 15, 2026

MELBOURNE, VIC - May 15, 2026 - PRESSADVANTAGE -

Irohas Photo Film Lab, a specialist analog photography studio with locations in Sydney, Melbourne, and Perth, has expanded its professional film developing services to meet rising demand from film photographers across Australia. The company operates three full-service labs offering same-day C-41 colour negative processing, high-resolution scanning, and Australia's only commercial E-6 slide film processing service using genuine Noritsu equipment.

Founded by photographers who recognized the ongoing need for quality film processing in an increasingly digital world, Irohas has grown from a single-location operation to a multi-city network serving customers nationwide. The expansion reflects a broader resurgence in analog photography, with practitioners across generations returning to film for its distinctive aesthetic qualities and tactile workflow.

The Sydney lab, located in Haymarket, has achieved a 5.0-star rating from 524 Google reviews. The team at this location provides Irohas Sydney film developing service to photographers throughout New South Wales.

The facility offers the same technical capabilities as the company's other locations, with multiple Noritsu processors and same-day turnaround for orders placed before 3pm.

The Melbourne CBD location on McKillop Street holds a 4.9-star rating from 608 reviews. This facility serves as the company's flagship operation and houses equipment not available at other Australian labs. The Irohas Melbourne film developing lab processes C-41 colour negative film, black and white stocks, and specialty formats for customers across Victoria and via mail-in orders from interstate.

Each location operates multiple Noritsu V50 film processors, delivering archival-grade results with consistent quality control. The Noritsu systems are widely recognized in the photographic industry for their reliability and precision in handling various film stocks and formats. All C-41 developing packages include 24MP resolution scans as standard, with no additional upgrade fees or hidden charges. The company's mail-in service extends these capabilities to customers nationwide who do not live near a physical lab location.

The Melbourne facility houses Australia's only commercial E-6 slide film processor using a genuine Noritsu roller-transport machine, a distinction that addresses a significant gap in the country's analog photography infrastructure. As the sole provider of this service, Irohas Photo film processing Melbourne capabilities include transparency film processing with same-day turnaround. E-6 processing requires specialized chemistry and equipment that many labs have discontinued as digital photography became dominant.

Beyond developing services, Irohas produces its own film stock under the Straya 400 label. The 400-ISO colour negative film is manufactured for Australian lighting conditions and is available through the company's retail channels. The product line represents an expansion from service-only operations into branded photographic supplies. The Straya 400 stock is positioned as a versatile option for photographers shooting in varied Australian environments, from bright coastal conditions to shaded urban settings.

The company serves a customer base that includes professional photographers, photography students, and analog photography enthusiasts. Film photography has experienced renewed interest globally, with sales of 35mm film increasing over the past five years as practitioners seek alternatives to digital capture methods. Educational institutions with photography programs also represent a significant portion of Irohas' clientele, as students learn analog processes alongside digital techniques.

Irohas operates on a per-order pricing model rather than subscription services. Each film drop-off or mail-in order includes developing, scanning, and digital delivery. The company also offers optional add-ons such as push/pull processing for exposure adjustments and premium scan resolutions for specific technical requirements. The straightforward pricing structure contrasts with some competitors who charge separately for scans or apply surcharges for expedited service.

The business maintains active social media presence through Facebook and processes customer inquiries via email and phone. All three lab locations operate with consistent pricing and service standards, with capacity scaled to handle both walk-in retail traffic and high-volume mail-in orders from regional customers. The company's infrastructure is designed to accommodate fluctuations in demand, particularly during peak seasons when photography students and professionals increase their shooting volume.

About Irohas Photo Film Lab: Irohas Photo Film Lab is Australia's leading film developing studio with labs in Sydney, Melbourne & Perth. Same-day C-41, hi-res 24MP scans included, and Australia's only E-6 Noritsu processor.

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For more information about Irohas Photo Film Lab, contact the company here: Irohas Photo Film Lab Kimix & Hendo +61 483 968 883 info@irohasphoto.com.au GL, 15 McKillop St, Melbourne VIC 3000, Australia

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