We asked the same question when we first found ourselves in a position to make the world a more livable place.

At Kodak, we started close-to-home in Rochester, New York. We cut river pollution with one of the most efficient industrial waste water treatment plants in the country. We cut air pollution with scrubbers, adsorbers and electrostatic precipitators. We helped set up a black enterprise program in downtown Rochester.

Why? Helping to combat water pollution not only benefits society, but us as well. We need clean water to make film. Our combustible waste disposal facility not only reduces air pollution but also helps pay for itself in heat and steam production and silver recovery. The black enterprise program not only helps people who aren't well off but also helps stabilize communities in which Kodak can work and grow.

In short, it's simply good business. And we're in business to make a profit. But in furthering our business interests, we also further society's interests.

After all, our business depends on society. So we care what happens to it.

Kodak. More than a business.