

GREENPOINT PICTURES RISES ABOVE COVID-19 CHALLENGES WITH EUROFINS TESTING SOLUTIONS

Based in Brooklyn, NY, Greenpoint Pictures describes itself as “pioneers in spirit, filmmakers by trade, and storytellers at heart.” With that ethos, and the COVID-19 pandemic worsening in fall 2020, Greenpoint leadership knew it had to take decisive action to protect its team. The challenge: compliance with industry-required COVID-19 protocols and high performance on tight schedules, at the most affordable price.

“We used two separate mail-away testing services for redundancy—Eurofins’ EmpowerDX and one of their competitors,” said Karen Berkowitz, Greenpoint’s Head of Production. “The tests arrived at both labs at the same time, but Eurofins processed their kits hours faster than the other service. The speedy service and easy-to-understand results set them apart from our previous vendor.”

Once Eurofins demonstrated its capacity, customer service, and fast turnaround time, the Greenpoint team knew they’d found their testing partner for an upcoming on-location commercial shoot for a high-profile sporting goods brand.



The testing program took only three days to plan and deploy; Eurofins even managed courier logistics and fees to ensure they could offer the most competitive price while delivering the fastest possible results.

Greenpoint would soon add “agility” to the components that make Eurofins a superior testing partner. As commercial production can be unpredictable, Greenpoint needed flexible, quick, reliable results. On this shoot, rapidly increasing background (extras) numbers and last-minute casting changes created an evolving testing landscape. When the shoot’s COVID Compliance Coordinator tested positive, Eurofins quickly tested her replacement, maintaining continuity and confidence on site.

Eurofins was on the spot every step of the way—ramping up testing four-fold from the original bid. Eurofins delivered results in less than 24 hours while maintaining constant contact with the production team and adjusting to testing needs as they emerged, keeping production on schedule.

“The team set up multiple rounds of testing, and pivoted when our job scaled up quickly beyond our initial expectations. We were extremely grateful for their professionalism and fast results, especially when working with a production that is going at lightning speed.”

Asked what made the greatest difference in collaborating with Eurofins, Head of Production Karen Berkowitz said, “Commercial productions need to adhere to industry protocols and want to keep their cast and crews as safe as possible. The entire Eurofins team was supportive and offered service that went above and beyond.

“Plus, the savings,” she added, “We work with tight margins so every opportunity to save money is greatly appreciated, especially when we get superior service and quick results. Eurofins saved us 25% compared with our previous testing vendor. We were relieved to have such a professional, expert partner to take the guesswork and worry out of a robust COVID-19 testing program.”



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