

EASTMAN

Baby Brezza™ One Step Baby Food Maker Features Bowl Made with Eastman Tritan™ Copolyester

Durability, Heat Resistance of Tritan Simplifies Food Preparation



Kingsport, Tenn. — July 14, 2011 — Responding to parents' demands for healthy, cost-effective homemade baby food, [Baby Brezza™](#) introduces its patented [One Step Baby Food Maker](#) featuring a bowl made with [Eastman Tritan™ copolyester](#). Tritan is a new-generation copolyester that provides a balance of properties, including clarity, toughness and heat resistance. Tritan also is free of bisphenol A (BPA).

“More and more parents are turning to homemade baby food as a healthy and economical alternative to store-bought food,” said Dara Shapiro, director of marketing at Baby Brezza Enterprises. “The variety and freshness of food combined with the significant cost savings that can be achieved make hands-on food preparation ideal for many caretakers.”

Unlike other baby food makers on the market, the One Step Baby Food Maker provides an easy way to prepare food for infants and toddlers by combining the processes of steaming and blending fruits, vegetables and meats in one bowl. Parents and caretakers can place chopped foods into the bowl made with Eastman Tritan™ copolyester and complete the steaming and blending process for homemade food in as few as 15 minutes. The durability and heat resistance of Tritan enables the steaming and blending functions to be combined into one step, eliminating the hassle associated with transferring foods from a steamer to a blender.

“Providing ease of use for customers was essential when developing the Baby Brezza One Step Baby Food Maker,” Shapiro said. “Utilizing Eastman Tritan™ copolyester for the food processor bowl allowed us to successfully create a differentiated product that combines the multiple, often tedious, steps of baby food preparation into one, while also simplifying cleanup.”

Baby Brezza selected Eastman Tritan™ copolyester for the One Step Baby Food Maker bowl because it provided the high heat resistance required for steaming and the desired durability for blending. In addition, the clarity of Tritan allows parents and caretakers to easily see the consistency of the food being prepared, and because Tritan is dishwasher-durable, cleanup is easy. Baby Brezza also valued that [independent third-party testing](#) confirms Tritan is BPA-free. In addition, separate studies show Tritan is estrogenic and androgenic activity free.

“Eastman Tritan™ copolyester met all of our requirements for a tough, clear bowl that enables one-step food processing,” Shapiro said. “By providing its manufacturing expertise and technical support, Eastman contributed to the successful market introduction of the Baby Brezza One Step Baby Food Maker.”

The Baby Brezza One Step Baby Food Maker is available on the Baby Brezza website at www.babybrezza.com and at specialty stores nationwide. Recipes and food preparation tips also are available on the Baby Brezza website.

For more information about Eastman Tritan™ copolyester, visit www.tritantough.com.
For more information about Baby Brezza and the One Step Baby Food Maker, visit www.babybrezza.com.

About Baby Brezza

Baby Brezza is a new brand of mealtime appliances for your baby. Our goal is to make mealtime for infants and toddlers a breeze with unique, innovative product designs and functions that will enhance the lives of busy moms, dads and caretakers. Our commitment is to provide convenient, high quality, and safe baby feeding products to you and your family.

For more information, visit www.babybrezza.com.

About Eastman Chemical Company

Eastman’s chemicals, fibers and plastics are used as key ingredients in products that people use every day. Approximately 10,000 Eastman employees around the world blend technical expertise and innovation to deliver practical solutions. The company is committed to finding sustainable business opportunities within the diverse markets and geographies it serves. A global company headquartered in Kingsport, Tenn., USA, Eastman had 2010 sales of \$5.8 billion.

For more information, visit www.eastman.com.

Mary Anderson
Bader Rutter & Associates

+1 (262) 938-5425
manderson@bader-rutter.com