

Eastman Embrace™ LV copolyester

Shrink film and labels for packaging

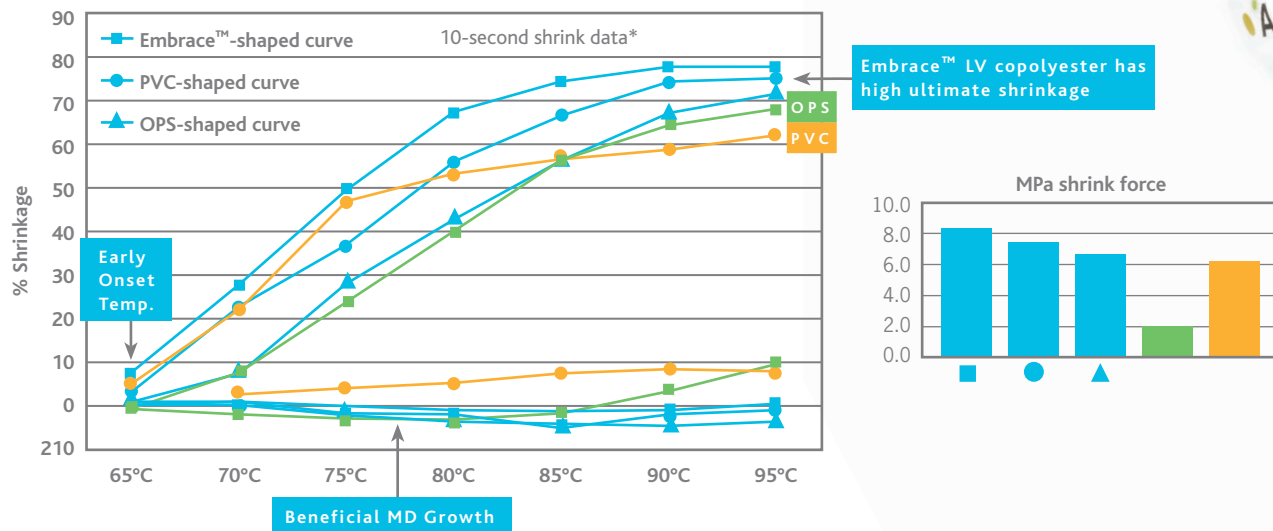
Eastman Embrace™ LV copolyester is yet another innovation for shrink body labels from Eastman Chemical Company, the leader in copolyester resins. Embrace™ LV copolyester is designed to meet the needs of today's evolving marketplace by delivering new shrink film attributes.

New material option for thin-walled containers

- Lower shrink force eliminates crushing of thin-walled containers during application
- “Billboard effect” is delivered at the point of purchase on uniquely designed, thin-walled containers requiring high ultimate shrink
- Shrink force reduced >45% over current copolyester

The one-resin solution

- Customization to meet or exceed current competitive resins' shrink curves, without sacrificing its ability to form around highly contoured or complex containers (>75% ultimate shrinkage)
- Delivery of a variety of shrink film performance criteria all in one resin



*Shrink curves based on commercially available PVC, OPS and copolyester.

Ensures consistent “billboard effect” on shelf

- Consistently level film edge at top and bottom, eliminating shrink film “smiley faces” on square or oblong containers
- Ambient storage superior to most other competitive products

Eastman Embrace™ LV copolyester is an innovative, one-resin solution for the shrink body label market.

This material continues to deliver the same superior performance features found in the Eastman Embrace™ portfolio of resins:

- Halogen-free**
- Sparkling clarity and high gloss
- Excellent printability — delivers 360° container graphics

**PVC contains halogens.

To learn more about Eastman Embrace™ copolyesters, visit us at www.eastmaninnovationlab.com or email us at embrace@eastman.com.

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