

A hand is shown in the bottom left corner, holding a small amount of white granules. From the hand, a stream of light rays and colorful butterflies (in shades of yellow, orange, red, teal, and green) flows upwards and to the right, creating a sense of magic and transformation. The background is a light blue and white gradient with wavy lines.

Embrace the magic

INSIDE SHRINK FILM TECHNOLOGY
FROM EASTMAN

EASTMAN

EMBRACE
resins for shrink film

Embrace the visibility, sustainability and profitability.

Putting the
magic



In Shrink Film.

EMBRACE
resins for shrink film

It's an exciting time for innovation in product packaging – and naturally, Eastman is leading the way. Only our acclaimed EMBRACE HY and EMBRACE LV shrink film resins offer you impact on so many levels – the magical combination of shelf presence and eco-friendly innovation in simple, cost-effective solutions.

Embrace Visibility

Watch your bottle pop off the shelf like never before. High-gloss EMBRACE LV projects vibrant, crystal-clear color, while EMBRACE HY offers an eye-catching matte finish with a uniquely soft hand. Our film even hugs extreme curves and highly contoured containers, effectively turning any package into a 360° billboard. Now you have room to incorporate outer package copy onto the bottle itself, often completely eliminating the need for secondary packaging.

Embrace Sustainability

Unlike PVC, shrink film from EMBRACE resins are halogen-free and specifically designed to be compatible with today's recycling infrastructure. These magical materials also have lower shrink force. This allows for thinner primary packaging walls, thus reducing overall material consumption. EMBRACE HY delivers over 20% more film per pound of standard copolyester resin, thanks to its lower density, compared to other shrink film materials. EMBRACE LV is more tolerant to down gauging, requiring up to 20% less material per label. It all adds up to a very sustainable packaging choice!

Embrace Profitability

The magic that makes EMBRACE highly visible and sustainable can also help make you more profitable. The ability to utilize containers with thinner package walls is just one of the powerful ways Eastman works to reduce your overall packaging costs. Eliminating the need for secondary packaging is another. EMBRACE HY also stretches your budget by delivering over 20% more film per pound of product vs. other shrink film materials. And, because EMBRACE can be printed faster and more efficiently than competitive films, you can save even more. A classic case of accomplishing more with less.



1

How Eastman gets magic to your package:

resin

Eastman supplies EMBRACE resin in pellet form.

2

extrusion

Extruder converts EMBRACE resin into extruded film.

3

printing

Print converter prints graphics onto film.

4

sleeving

Heat tunnel shrinks printed sleeve onto container.

The final result? Magic.

Our patented technology brings you the unique combination of visibility, sustainability and profitability that only EMBRACE resins can offer. For a more detailed technical explanation, or for specifics on how you can build a brand using the magic of EMBRACE, contact Eastman's Global EMBRACE Team. We're standing by with the resources to help you succeed!

EMBRACE
resins for shrink film

www.TheMagicOfEmbrace.com embrace@eastman.com 1-800-EASTMAN



The EMBRACE Team is global, but we're just a phone call away.

EASTMAN

NORTH AMERICA

Eastman Chemical Company Corporate Headquarters

P.O. Box 431
Kingsport, TN 37662-5280 U.S.A.

Telephone:

U.S.A. and Canada, 800-EASTMAN (800-327-8626)

Other Locations, (1) 423-229-2000

Fax: (1) 423-229-1193

www.TheMagicOfEmbrace.com

LATIN AMERICA

Eastman Chemical Latin America

9155 South Dadeland Blvd.

Suite 1116

Miami, FL 33156 U.S.A.

Telephone: (1) 305-671-2800

Fax: (1) 305-671-2805

EUROPE / MIDDLE EAST / AFRICA

Eastman Chemical B.V.

Fascinatou Boulevard 602-614
2909 VA Capelle aan den IJssel
The Netherlands

Telephone: (31) 10 2402 111

Fax: (31) 10 2402 100

ASIA PACIFIC

Eastman (Shanghai) Chemical Commercial Company, Ltd. Jingan Branch

1206 CITIC Square
No. 1168 Nanjing Road (W)
Shanghai 200041, P.R. China

Telephone: (86) 21 6120-8700

Fax: (86) 21 5213-5255

Eastman Chemical Japan Ltd.

AIG Aoyama Building 5F
2-11-16 Minami Aoyama
Minato-ku, Tokyo 107-0062 Japan

Telephone: (81) 3-3475-9510

Fax: (81) 3-3475-9515

Eastman Chemical Asia Pacific Pte. Ltd.

#05-04 Winsland House
3 Killiney Road
Singapore 239519

Telephone: (65) 6831-3100

Fax: (65) 6732-4930

Material Safety Data Sheets providing safety precautions, that should be observed when handling and storing Eastman products, are available online or by request. You should obtain and review the available material safety information before handling any of these products. If any materials mentioned are not Eastman products, appropriate industrial hygiene and other safety precautions recommended by their manufacturers should be observed.

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