Eastman Embrace™ family of resins

Shrink film and labels for packaging

VIDEO COMPANION
Click here to view Embrace video.
Introduction
Eastman has been in the shrink label market for more than a decade, bringing innovative solutions that have set the highest standards of quality and performance in this market. Embrace can help take brands to new packaging levels.

Design freedom
The family of Embrace resins is a labeling option that unleashes designers’ creativity. Unlike traditional labels, Embrace resins eliminate old limitations.
• Ability to hug extreme contoured containers, effectively turning packages into a 360° billboard—increasing shelf visibility
• Label printability and clarity that enables flexibility for bold, glossy, or matt finish designs
• Embrace HY creates a naturally white film that blocks UV and visible light.
• Front or reverse printing with Embrace and Embrace LV

Superb aesthetics
Relative to other shrink film types, the Embrace family has incredible physical properties that enable:
• Your bottle to POP off the shelf with high-gloss vibrant colors or unique eye-catching matt finishes that are soft to the touch.
• Maximum appeal with tactile qualities such as surfaces that are smooth, soft, or textured.
• The use of Embrace HY to create a slip resistant, soft touch and quiet film for squeezable packaging.
• A consistent level film edge at the top and bottom without shrink film “smiley faces” on square or oblong containers due to the machine directional growth of Embrace.

Improved functionality
The toughness of films produced from the Embrace family of resins helps labels stand up to rigorous consumer demands. Other properties include:
• Clarity, printability, and shrinkage greater than 75% for Embrace and Embrace LV, and up to 70% for Embrace HY.
• Reaching maximum shrinkage potential quicker than competitive products.
• Reaching higher shrinkage at lower temperatures which work well for heat-sensitive products.
• Helping provide stability for ultra-lightweighted bottles.

Sustainable packaging
• Optimal machine direction (MD) growth of Embrace LV for less film usage.
• Full-body labels made with Embrace allow brands to incorporate lower grades of postconsumer recycled content in their bottles while maintaining their brand image.
• Embrace HY enables creation of shrink labels with 8% renewable content.
• Embrace HY combined with Embrace LV has MD growth that is approximately 30% less dense than other copolyesters, enabling more film per weight.
• With a lower shrink force, Embrace LV and Embrace HY enable full-body shrink sleeve labels on thin-walled containers.
Packaging reduction

Embrace resins allow shrink film labels to cover an entire bottle, creating a 360° billboard on the preliminary package and potentially eliminating the need for secondary packaging. This can reduce the need for additional tamper-evident films and bands. The unique property of Embrace allows integration of tamper-evident wrap in just one label.

At the shelf

The Embrace family of resins can help brands make a difference by bringing excitement to any shelf space while opening up a world of possibilities in innovative package design. Embrace delivers performance that will maximize the shelf appeal of your products, and with 70% of purchase decisions made at the point of sale, full-body shrink labels:

- Promote brand image.
- Increase sales.
- Attract consumers’ attention.
- Encourage brand loyalty.

Embrace HY offers unique, natural UV and natural light blocking that can extend the shelf life of products sensitive to UV.

In summary

**Embrace**

- Excellent front or reverse printability
- Water-like clarity for maximum shelf appeal
- >75% ultimate shrinkage to create 360° label graphics on highly contoured or complex containers

**Embrace LV**

- One resin solution
- Low shrink force for use on thin-walled containers
- Less film usage due to optimal MD growth
- Superb printability with crystal clarity and high gloss
- A high-quality label appearance due to consistently level film edge at the top and bottom without shrink film “smiley faces” on square or oblong containers
- Versatile shrink curve with >75% ultimate shrinkage

**Embrace HY**

- High yield—has ~30% lower density than other copolyesters, enabling more film per weight
- Optimal MD growth for less film usage, when combined with Embrace LV
- Creates shrink labels made from up to 8% renewable content
- Offers UV and visible light blocking, a soft touch, slip resistance, and a noise-free film for squeezable packaging
- Up to 70% ultimate shrinkage

**RAS™ technology**

- Roll-applied shrink labeling process with flexibility to apply shrink and non shrink labels with little modification
- Enables more billboard, more contoured shapes with 360° graphics
- Useable on high-speed lines that use hot melts to apply wrap around labels
- Works with a broad range of seaming technologies
- Up to 55% MD film shrinkage

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1Based on extruders adding 25% Eastman Embrace HY additive; actual percentage may vary according to extruder formulation.

For additional information about Embrace copolyesters, visit www.eastman.com/embrace. For other innovation stories about Eastman products, visit www.eastmaninnovationlab.com.
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