

Eastman Embrace™ copolyester

Shrink film and labels for packaging

Eastman Embrace™ copolyesters help bring drama to any shelf space and open up a world of possibilities in terms of packaging design. Embrace™ is a part of the family of copolyester resins for shrink body labels and delivers strong benefits for maximum shelf appeal.

Excellent printability

- Reverse prints with stunning clarity, gloss and presence
- Surface printed with existing technology and without special pretreatment

All-encompassing design

- Ability to wrap around container with 360° graphics
- Front or reverse surface printing brings out the best in colors and graphic design

Crystal clarity

- Water-like clarity showcases colors and graphics

High shrink rate

- Flushes beautifully against complex contoured surfaces and tight fit remains over time
- Reaches maximum shrinkage potential more quickly than competitive products (up to 80% ultimate shrinkage)
- Higher shrinkage reached at lower temperatures — great for heat sensitive products

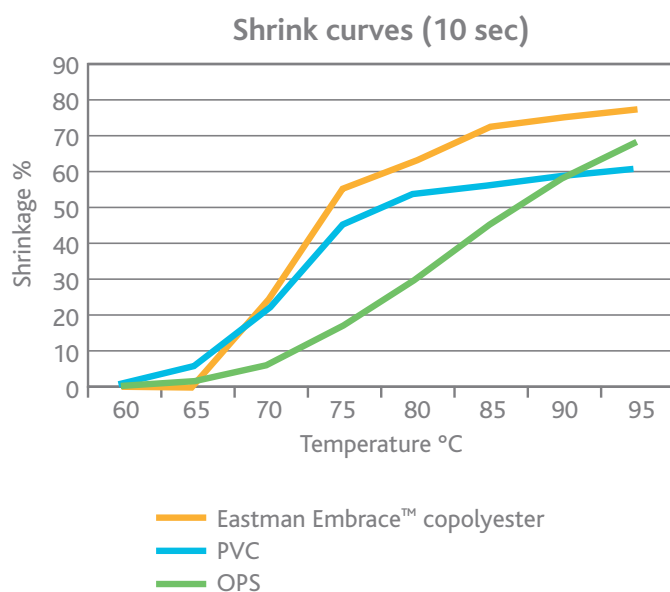
*Halogen-free**

- Halogen-free* shrink film material

Eastman Embrace™ copolyester is the halogen-free* solution that opens up a world of design possibilities and creates product differentiation at retail.

*PVC contains halogens.





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

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