

## Eastman Embrace™ HY copolyester

Shrink film and labels for packaging

Eastman Embrace™ HY copolyester is Eastman's latest innovation for the Embrace™ family of copolyester resins used in labeling and packaging. This product provides smarter solutions for the shrink body label market.

### *Eastman Embrace™ HY material attributes:*

#### *Superior aesthetics*

- Excellent printability — delivers 360° container graphics (for billboard effect)
- Naturally white — eliminates need for printed white flood coats
- Soft touch — organic feel
- Noise-free film for squeezable packaging

#### *Improved functionality*

- Intrinsic light & UV blocking capability — less ink to block more light
- Forms around highly contoured or complex containers (>70% ultimate shrinkage)
- Low shrink force + MD growth = no smiley faces
- Lower shrink force can be used with thin-walled plastic containers
- Sustained hold — maintains its shape in varying environmental conditions
- Easy label removal — tears easily, supporting tamper evidence and recycle needs

#### *Sustainable innovation*

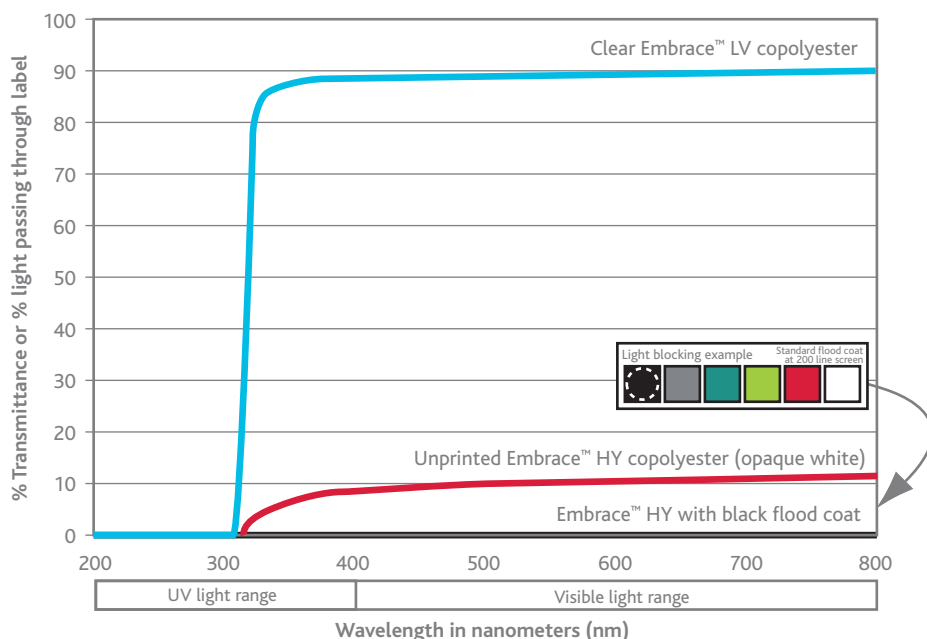
- More m<sup>2</sup> of film-per-Kg of resin — less material used for same demand
- 30% lower density than other copolyesters
- BPA-free
- Does not contain halogens\*
- Eliminates the need for secondary packaging
- Easy label removal enables the recycling process

\*PVC contains halogens.



To learn more about this product and packaging innovation, visit us at [www.eastmaninnovationlab.com](http://www.eastmaninnovationlab.com) or email us at [embrace@eastman.com](mailto:embrace@eastman.com).

The results of insight™



HY data represents multi-layer film with 26% HY1000.

This product is created by combining Eastman Embrace™ or Embrace LV™ copolyesters with Embrace™ HY 1000 compound and, through the extrusion process, this mixture creates a white, opaque micro-voided shrink film.

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