

Eastman Embrace™ copolyester

Shrink film and labels for packaging

Sustainable innovation through packaging

Eastman Embrace™ copolyester

- Allows bottles to pop off the shelf with 360° graphics while being sensitive to the environment
- Allows material down gauging, lightweighting of bottles and can eliminate secondary packaging
- Is bisphenol-A (BPA) free
- Does not contain halogens, sulfur, nitrogen, lead, mercury, cadmium or hexavalent chromium
- Uses no glue to adhere to bottles and can be stripped free of the container to simplify the job of recyclers
- Is capable of being float-separable in the PET recycle stream

Did you know . . .

That the machine direction (MD) growth of Eastman Embrace™ LV copolyester and its tolerance to down gauging means it is possible to use up to 10% less film to make the same number of labels as standard PETG? That's like getting one label free for every 10 you buy!



Reduction in material, energy and waste

Tolerant to down gauging

- Eastman Embrace™ and Eastman Embrace™ LV copolyesters are tolerant to film down gauging.
- Embrace™ and Embrace™ LV have incredible physical properties.
- Down gauged Embrace™ LV films are stronger than the competitors.
- Down gauged Embrace™ or Embrace™ LV have the potential to reduce material consumption in a shrink label by up to 20%!¹

No machine direction (MD) shrinkage

- Embrace™ LV copolyester has NO machine direction shrinkage.
- Instead of shrinking in the MD, Embrace™ LV actually grows!
- MD growth means less film usage, reducing raw materials and waste.

Low shrink force

- Embrace™ LV copolyester's lower shrink force enables bottle down gauging.
- Embrace™ LV has up to a 50% lower shrink force than other copolyester films.
- Before Embrace™ LV, bottle down gauging was not possible with copolyester labels.

Eastman Embrace™ HY copolyester offers more film/Kg resin

- With Eastman Embrace™ HY, more MSI of film is possible per Kg of resin.
- Embrace™ HY has ~30% lower density than other copolyesters.
- More film per Kg means less material used for same demand.

Eliminates secondary packaging

- Embrace™ shrink films eliminate the need for secondary packaging.
- Shrink films offer a 360° billboard effect on the primary package.

¹20% equals 10% (MD) growth plus 10% film down gauge potential.

EASTMAN

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