

A crowning achievement

Reali Plásticos chooses The Glass Polymer for its innovative design flexibility.

When are the best ideas created? Usually, when thinking outside the box. Typically, The Glass Polymer is used for thick-walled cosmetic containers that need the look and heft of glass with added durability. Reali Plásticos, a plastic cosmetic caps manufacturer in Brazil, likes to look at things from a different angle. They came up with another idea of how they could use the material. They sought to use The Glass Polymer to make eye-catching decorative caps with intricate designs and offer them to small and medium-sized companies in South America who might not otherwise be able to afford them.

"This material could be a turning point for our company," said Leandro Morgado Paschoal, director of Reali Plásticos, which specializes in manufacturing products from innovative materials. "From this partnership with Eastman, smaller companies will be able to use first-class raw materials—something not possible in the market until now."

The Glass Polymer offers excellent performance features like design flexibility and shatter resistance that many decorative caps lack. It offers the same stunning look of glass with the durability and chemical resistance of plastic. As a result, The Glass Polymer is gaining momentum as a choice packaging material for a broad range of cosmetics brands in South America.

And by taking a material and using it to drive design for decorative caps—a part of the cosmetic container that's often overlooked—Reali Plásticos has found a way to make luxury packaging more affordable for more consumers. Now that's creative thinking!



For more information on The Glass Polymer™ family of cosmetic materials, visit www.Eastman.com/TheGlassPolymer.



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