

Baby Brezza™ selects Eastman Tritan™ copolyester to meet demand for healthy, cost-effective homemade baby food

Baby Brezza™ responds to parents' demands for a healthy, cost-effective alternative to store-bought foods with its patented One Step Baby Food Maker. Featuring a bowl made with the new-generation Eastman Tritan™ copolyester, it provides an easy way to prepare food for infants and toddlers by combining steaming and blending of fruits, vegetables, and meats in as few as 15 minutes. Tritan provides the best balance of properties, including clarity, toughness, and heat resistance needed for this application and it's bisphenol A (BPA) free.

"By providing its manufacturing expertise and technical support, Eastman contributed to the successful market introduction of the Baby Brezza One Step Baby Food Maker," said Dara Shapiro, director of marketing at Baby Brezza Enterprises.

Hands-on food preparation ideal

"The variety and freshness of food combined with the significant cost savings that can be achieved make hands-on food preparation ideal for many caretakers," said Shapiro. "Providing ease of use for customers was essential when developing the Baby Brezza One Step Baby Food Maker. Utilizing Eastman Tritan™ copolyester for the food processor bowl allowed us to successfully create a differentiated product that combines the multiple, often tedious, steps of baby food preparation into one, while also simplifying cleanup.

Lasting value

Eastman Tritan™ copolyester offers the opportunity to improve existing lines—or introduce new products—by expanding the traditional meaning of "toughness" beyond impact strength and shatter resistance which can increase product life and reduce waste. Its toughness also allows dramatic designs that can stand up to repeated use with greater dishwasher durability.

For more information on Eastman Tritan™ copolyester, visit www.eastman.com/tritan.

Eastman Tritan™ copolyester makes
mealtime for infants and toddlers a breeze.





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