

Trident™ gum is another display to add to the list

Over half of Marketing Impact's displays are now made with Eastman Spectar™ copolyester

Designed to not only show off four different packs of Trident™ gum, this display also showcases Eastman Spectar™ copolyester. Michael Vogler of Marketing Impact began using Spectar extensively in 2002 and now he truly appreciates the durability, flexibility, and creativity that Spectar has provided for many of Marketing Impact's displays.

"We've learned how to twist it, bend it, rivet it, and pull it together. The material is amazing. It falls on the floor, you pick it up and use it again," says Vogler.



Marketing Impact uses Eastman Spectar™ copolyester to show off four different packs of Trident™ gum.



The results of insight™

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