

## An instant classic

*94Wines chooses Eastman Embrace™ HY copolyester for its simplistic, yet eye-catching new wine offering.*

### Blend of great wine and innovative technology

To continue Baarsma Wine Group's distinctive take on contemporary wine branding for the 94Wines range, Riviera Product Decorations selected Eastman Embrace™ HY copolyester for its white wine #50. Its packaging now reflects 94Wines' eye-catching design values.

#50 is a dry white wine and is identified on the sleeve by the color, the name, a one word description and a QR code—like all 14 wines in the range. The QR code is scanned by smartphone and directs the user to an app where they can receive information about that specific wine and complete a WineID test to identify which wine best suits the buyer. Every wine has its unique color and number, through which the wine drinker can easily come to the right choice. This cutting-edge technology is changing how consumers purchase their wine. 94Wines recognized the need for innovation and took action.

### Hitting the mark

"The 94Wines concept creates a new and contemporary niche for its products," comments Frans Rienks, packaging designer and converter of Riviera Product Decorations based in the Netherlands. "The new design for #50 required a combination of the matte white bottle sleeve color and its printed design to remain absolutely distortion free in 360-degrees, which Embrace HY met perfectly."

The controlled high shrink rate of Embrace HY with up to 70% shrinkage, enables the film to form successfully around highly complex or contoured containers, yet the low shrink force and machine direction growth prevent gaps at container bases, keeping the label in place without causing distortion.

Embrace HY film eliminates the need for white background and blocks light and UV radiation, often essential to protect container contents. The material's soft touch ensures the container is pleasant to pick up and the color choice matches the wine color to create an exclusive appearance, on and off the shelf.

*With excellent printability and a high-shrinkage rate, Eastman Embrace HY allows #50's unique design to stand out on the shelf.*



**For more information on Eastman Embrace™ HY copolyester, visit [www.eastman.com/embrace](http://www.eastman.com/embrace).**

# **EASTMAN**

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