Let’s show the world what’s possible.
Click to watch

Dear valued customer,

As a leading global manufacturer of filter products, Eastman has the unique opportunity to choose what’s right for the planet.

We’ve made it our mission to enable a circular economy amid a global waste crisis and the challenges of climate change. At Eastman, we're focusing on making the most of our world’s resources and keeping materials out of landfills, incinerators and waterways. We’ve even made it our corporate goal to reach carbon neutrality by 2050. But there’s a limiting factor in our path to reaching this goal.

Circularity is not possible without innovation.

To achieve our goals for a materials revolution, Eastman must be a pioneer. We must create and seek innovative solutions — methods of recycling that implement new technologies.

We’re committed to **molecular recycling** so we can create a **never-ending life cycle** for our materials. Molecular recycling positions Eastman as a leader in material-to-material recycling, and we’re making investments to help us meet our goals, including three new molecular recycling facilities globally.

We’ve chosen a strategy to go out and lead. It’s up to us **to pioneer the path toward circularity.**

Best regards,

Courtney Eastman
Director, global sustainability and decarbonization

Leading the way

A world-scale problem …

Currently, **only 12% of 300 million tons of plastic is recycled annually.** That's because only a small set of plastics can be mechanically recycled, and the rest typically goes to landfill or incineration. Additionally, plastics can't be mixed and must be cleaned and sorted before the recycling process begins.

Mechanical recycling also degrades polymers. For instance, a bottle cannot be completely recycled into a bottle but can be downcycled into a product like carpet. Eventually, due to repetitive remelting, the plastic polymers will degrade to the point that they can't be mechanically recycled and end up in a landfill or incineration.

We can't combat the waste crisis while continuing down this path.

… requires a circular solution

That's where Eastman's molecular recycling technology steps in. We can close the loop between a material's end of life and beginning of life, but **circularity is not possible without innovation.**

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American Chemistry Council

Eastman honored in 2021 with ACC Sustainable Leadership Award

Eastman's molecular recycling technologies enable circularity by turning waste material into feedstocks for new products.

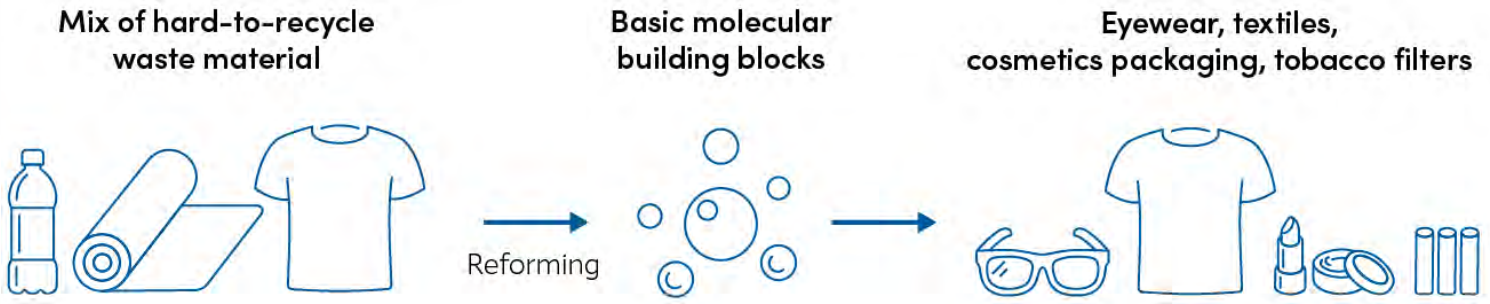
How do we make circularity a reality? With the infinite loop.

Rather than going back to fossil feedstock to create virgin materials that will be used one time and then thrown away, we're changing the paradigm of what's waste and what's not. Waste can be seen as valuable raw material.

At Eastman, we use our carbon renewal technology, also known as molecular recycling, to break waste materials down to basic building blocks to create recycled material that is as good as virgin material from fossil sources. They're then combined with sustainably managed cellulose to go back into Eastman products. This allows us to reuse materials again and again, preserving natural resources.

We're giving materials infinite life.

Our molecular recycling technologies can recycle a variety of waste material. This is critical to making the circular economy a reality.



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Building a better circle

How do we make circularity a reality? We build it, and we help others adopt our vision.

We believe in investing in the circular economy. That's why Eastman plans to build three new molecular recycling facilities globally by 2026. With two sites in the U.S. and one in France, we will collect hard-to-recycle material, which will divert up to 420,000 metric tons of waste annually. Eastman is investing approximately $2.25B to build these recycling facilities.

We're encouraging others to invest in the circular economy. As leading brands adopt Eastman Renew materials created from molecular recycling, we'll create a higher global demand for products that divert waste and preserve our planet.

U.S. Investment 1
110k metric tonnes
of waste processed annually
Kingsport, TN
Expected Online 2023

France Investment
Phase 1: 110k metric tonnes
of waste processed annually
>200K metric tonnes after Phase 2
Port-Jérôme-sur-Seine, Normandy
Expected Online 2026

U.S. Investment 2
Phase 1: 110k metric tonnes
of waste processed annually
>200K metric tonnes after Phase 2
Location TBA
1H 2023
Expected Online 2026

Brands adopting Eastman Renew products

Many industry leaders have already adopted Eastman Renew solutions, and they are driving the demand for more sustainable materials.

We have chosen a strategy to go out and lead. Now we're looking for companies who want to be pioneers together.

The prime example of innovative, sustainable solutions

Our sustainable tow for use in tobacco filtration is made with 60% renewable wood pulp derived from sustainably managed forests. EcoTow CRT is also produced from 40% certified* recycled content from hard-to-recycle waste material.

EcoTow CRT reduces the use of fossil feedstock by incorporating recycled waste material as feedstock. This helps customers avoid indirect greenhouse gas (GHG) emissions, which positively impacts their GHG scope 3 targets.

Enabled by ISCC PLUS mass balance allocation, EcoTow CRT ensures our partner brands can make verifiable claims about the recycled content in their products. With collaboration from our customers, we envision that our product may enable potential cost reduction in the Single-Use Plastics Directive and Extended Producer Responsibility implementation via advanced fee modulation or eco-modulation.

**Via mass balance approach*

With a strong history of filter tow expertise, investment, and technical support, we aim to sustain Eastman as your long-term, viable tow supplier. No matter the challenge, we'll continue to provide outstanding, sustainable products and support for many years to come.

In our next newsletter, we will highlight our collaborative work on the biodegradation of cellulose acetate in the ocean.

Reach out to an Eastman representative with questions.

Contact us