

# Eastman Embrace™ HY copolyester

High-yield shrink film and labels for packaging

Eastman Embrace™ HY copolyester is another member of the innovative Embrace family of resins used in labeling and packaging. This product provides smarter solutions for the shrink label market.

## *Material attributes*

### *Sustainable packaging innovation*

- Shrink labels can be made with up to 8% renewable content.\*
- ~30% lower density than other copolyesters
- Low density means less material for the same label.

### *Superior aesthetics*

- Printable—delivers 360° container graphics (for billboard effect)
- Naturally white—eliminates need for printed white flood coats or pigmented bottle
- Soft touch—organic feel and slip resistant
- Noise-free film for squeezable packaging

### *Improved functionality*

- UV and visible light-blocking capability—less ink to block more light
  - Excellent for dairy, juices, wine, and vitamin products that require light blocking
- Forms around highly contoured or complex containers (up to 70% ultimate shrinkage)
- MD growth—eliminates “smiley faces”
- Lower shrink force—great for use on thin-walled plastic containers
- Perforation capabilities—supports tamper evidence

\*Based on extruders adding 25% Eastman Embrace HY additive; actual percentage may vary according to extruder formulation.

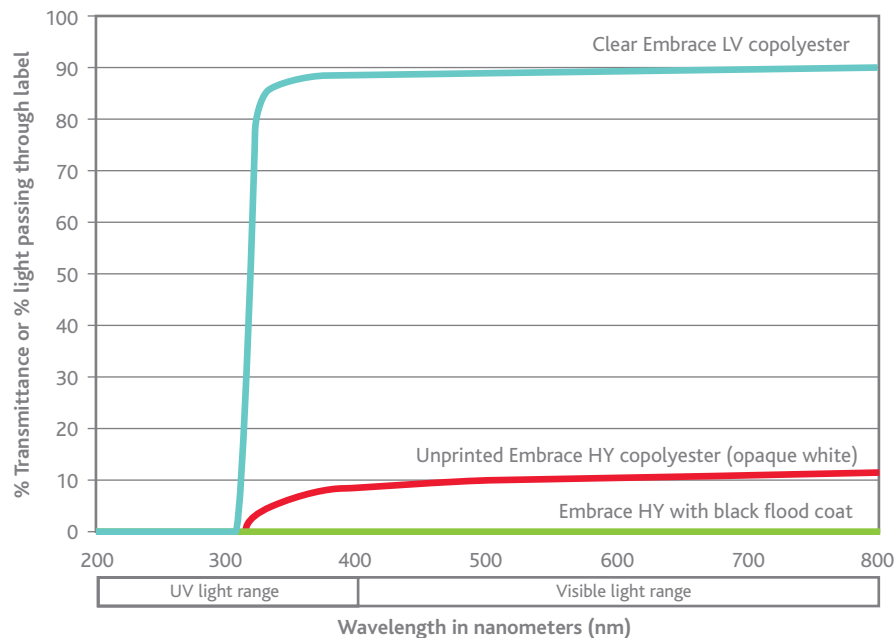
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Rivière Product Decorations



To learn more about this product and packaging innovation, visit us at [www.eastman.com/EmbraceHY](http://www.eastman.com/EmbraceHY) or email us at [embrace@eastman.com](mailto:embrace@eastman.com).

The results of insight™

## Embrace light-blocking comparison chart



Based on extruders adding 25% Embrace HY; actual percentage may vary according to extruder formulation.

This product is created by combining Embrace LV with Embrace HY, and through the extrusion process, this composition creates a white, opaque microvoided shrink film.



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