

# Eastman Embrace™ family of resins

*Shrink film and labels for packaging*



## VIDEO COMPANION

[Click here to view Embrace video.](#)

## Introduction

Eastman has been in the shrink label market for more than a decade, bringing innovative solutions that have set the highest standards of quality and performance in this market. Embrace can help take brands to new packaging levels.

## Design freedom

The family of Embrace resins is a labeling option that unleashes designers' creativity. Unlike traditional labels, Embrace resins eliminate old limitations.

- Ability to hug extreme contoured containers, effectively turning packages into a 360° billboard—increasing shelf visibility
- Label printability and clarity that enables flexibility for bold, glossy, or matt finish designs
- Embrace HY creates a naturally white film that blocks UV and visible light.
- Front or reverse printing with Embrace and Embrace LV

## Superb aesthetics

Relative to other shrink film types, the Embrace family has incredible physical properties that enable:

- Your bottle to POP off the shelf with high-gloss vibrant colors or unique eye-catching matt finishes that are soft to the touch.
- Maximum appeal with tactile qualities such as surfaces that are smooth, soft, or textured.
- The use of Embrace HY to create a slip resistant, soft touch and quiet film for squeezable packaging.
- A consistent level film edge at the top and bottom without shrink film "smiley faces" on square or oblong containers due to the machine directional growth of Embrace.

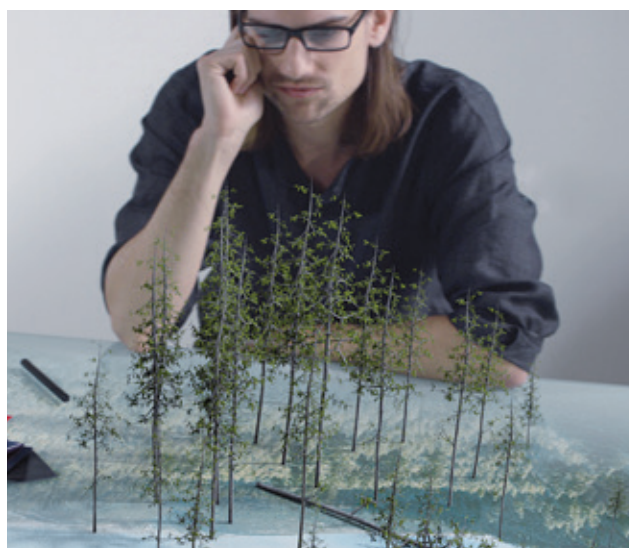
## Improved functionality

The toughness of films produced from the Embrace family of resins helps labels stand up to rigorous consumer demands. Other properties include:

- Clarity, printability, and shrinkage greater than 75% for Embrace and Embrace LV, and up to 70% for Embrace HY.
- Reaching maximum shrinkage potential quicker than competitive products.
- Reaching higher shrinkage at lower temperatures which work well for heat-sensitive products.
- Helping provide stability for ultra-lightweight bottles.

## Sustainable packaging

- Optimal machine direction (MD) growth of Embrace LV for less film usage.
- Full-body labels made with Embrace allow brands to incorporate lower grades of postconsumer recycled content in their bottles while maintaining their brand image.
- Embrace HY enables creation of shrink labels with 8% renewable content.
- Embrace HY combined with Embrace LV has MD growth that is approximately 30% less dense than other copolyesters, enabling more film per weight.
- With a lower shrink force, Embrace LV and Embrace HY enable full-body shrink sleeve labels on thin-walled containers.





## Packaging reduction

Embrace resins allow shrink film labels to cover an entire bottle, creating a 360° billboard on the preliminary package and potentially eliminating the need for secondary packaging. This can reduce the need for additional tamper-evident films and bands. The unique property of Embrace allows integration of tamper-evident wrap in just one label.

## At the shelf

The Embrace family of resins can help brands make a difference by bringing excitement to any shelf space while opening up a world of possibilities in innovative package design.

Embrace delivers performance that will maximize the shelf appeal of your products, and with 70% of purchase decisions made at the point of sale, full-body shrink labels:

- Promote brand image.
- Increase sales.
- Attract consumers' attention.
- Encourage brand loyalty.

Embrace HY offers unique, natural UV and natural light blocking that can extend the shelf life of products sensitive to UV.

## In summary

### *Embrace*

- Excellent front or reverse printability
- Water-like clarity for maximum shelf appeal
- >75% ultimate shrinkage to create 360° label graphics on highly contoured or complex containers

### *Embrace LV*

- One resin solution
- Low shrink force for use on thin-walled containers
- Less film usage due to optimal MD growth
- Superb printability with crystal clarity and high gloss
- A high-quality label appearance due to consistently level film edge at the top and bottom without shrink film "smiley faces" on square or oblong containers
- Versatile shrink curve with >75% ultimate shrinkage

### *Embrace HY*

- High yield—has ~30% lower density than other copolyesters, enabling more film per weight
- Optimal MD growth for less film usage, when combined with Embrace LV
- Creates shrink labels made from up to 8% renewable content<sup>1</sup>
- Offers UV and visible light blocking, a soft touch, slip resistance, and a noise-free film for squeezable packaging
- Up to 70% ultimate shrinkage

### *RAS™ technology*

- Roll-applied shrink labeling process with flexibility to apply shrink and nonshrink labels with little modification
- Enables more billboard, more contoured shapes with 360° graphics
- Useable on high-speed lines that use hot melts to apply wrap around labels
- Works with a broad range of seaming technologies
- Up to 55% MD film shrinkage

<sup>1</sup>Based on extruders adding 25% Eastman Embrace HY additive; actual percentage may vary according to extruder formulation.

**For additional information about Embrace copolyesters, visit [www.eastman.com/embrace](http://www.eastman.com/embrace). For other innovation stories about Eastman products, visit [www.eastmaninnovationlab.com](http://www.eastmaninnovationlab.com).**



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