

# Improving quality can drive positive growth—even in a negative market.

When manufacturers use cheaper materials to appeal to a price-sensitive market, quality almost always suffers. So do brand image and customer loyalty.

Philips took a different approach for its new Duravita blender jar. Facing a depressed Brazilian market, Philips created a sustainable strategy by drawing on the high-value properties of Tritan™ from Eastman.

## When quality is an unmet need—and an undervalued advantage

- Consumers in Brazil were dissatisfied with low-quality blender jars made with styrene acrylonitrile (SAN) because of cracking, chipping, and breaking—eroding brand loyalty.
- Philips addressed the need head-on with a new jar for its Walita blender line. It used Tritan for superior toughness, clarity, dishwasher durability, and other qualities.
- In trials, the jar made with Tritan was 20 x more impact resistant than previous SAN jars.
- To emphasize the durability advantages, Philips named the new blender jar Duravita.
- To pay off the promise of a long-life jar, Philips backed it with a 5-year guarantee.



## Added-value strategy adds sustainable results.

How Philips Walita added value—simply by changing jar material and blender promotion

Blender jar made with SAN	Duravita jar made with Tritan™ from Eastman
Cracking was the #1 cause of losses during injection.	Zero cracking during injection; of the initial 63,000 units sold, only 2 were returned due to breakage in stores.
Philips was losing market share to other brands.	<ul style="list-style-type: none"> <li>• <b>May to June 2015 (the heart of the recession)</b>—Philips recovered 4 points of market share in the blender category in Brazil.</li> <li>• <b>June to September 2015</b>—sales increased 20%.</li> </ul>
Blenders sold only in Brazil.	Also exporting to Mexico (initial demand exceeded supply), Philips plans to export to additional countries.
Competition had stripped away margins.	Differentiated value of Duravita jar supports a 25% premium in retail price.



## When the economy weakened, Philips strengthened its promotion of quality.

- Launch was scheduled for Mother's Day 2015, just as the market was falling into a major recession. Experts called it "the worst Mother's Day in 10 years for Philips in Brazil."
- Philips was confident it had a sustainable strategy, so it leveraged a co-branding program with Eastman to strengthen its promotional effort with:
  - Strong online activation, including online videos featuring product advantages, partnering with recipes websites, active blogging, and online banner ads.
  - Press releases and 23 articles published
  - Updated packaging, including the use of the Tritan™ from Eastman logo to differentiate its value-added ingredient
  - Innovative and engaging point-of-sale materials

By increasing the quality and durability of its blender jars—and promoting those advantages—Philips has increased its Walita blender sales, profit margins, market share, and customer loyalty. Results are summarized on page 1.



For more information about Tritan™ from Eastman, visit [TritanFromEastman.com](http://TritanFromEastman.com) or [Eastman.com/tritan](http://Eastman.com/tritan).



### Eastman Chemical Company Corporate Headquarters

P.O. Box 431  
Kingsport, TN 37662-5280 U.S.A.

U.S.A. and Canada, 800-EASTMAN (800-327-8626)  
Other Locations, +(1) 423-229-2000

[www.eastman.com/locations](http://www.eastman.com/locations)

Although the information and recommendations set forth herein are presented in good faith, Eastman Chemical Company and its subsidiaries make no representations or warranties as to the completeness or accuracy thereof. You must make your own determination of its suitability and completeness for your own use, for the protection of the environment, and for the health and safety of your employees and purchasers of your products. Nothing contained herein is to be construed as a recommendation to use any product, process, equipment, or formulation in conflict with any patent, and we make no representations or warranties, express or implied, that the use thereof will not infringe any patent. NO REPRESENTATIONS OR WARRANTIES, EITHER EXPRESS OR IMPLIED, OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR OF ANY OTHER NATURE ARE MADE HEREUNDER WITH RESPECT TO INFORMATION OR THE PRODUCT TO WHICH INFORMATION REFERS AND NOTHING HEREIN WAIVES ANY OF THE SELLER'S CONDITIONS OF SALE.

Safety Data Sheets providing safety precautions that should be observed when handling and storing our products are available online or by request. You should obtain and review available material safety information before handling our products. If any materials mentioned are not our products, appropriate industrial hygiene and other safety precautions recommended by their manufacturers should be observed.

© 2016 Eastman Chemical Company. Eastman brands referenced herein are trademarks of Eastman Chemical Company or one of its subsidiaries or are being used under license. The ® symbol denotes registered trademark status in the U.S.; marks may also be registered internationally. Non-Eastman brands referenced herein are trademarks of their respective owners.