

## MARKETSHARE

Products made with Eastman innovation

**EASTMAN**

# A clear choice for BPA free

*Cool Gear steps up bottle design using Eastman Tritan™ copolyester.*

Cool Gear International, a leader in the portable, reusable food and beverage container industry, created EZ-Freeze Free™ bottles made from Eastman Tritan™ copolyester in vibrant colors and shapes and featuring a unique freezable gel stick technology. The gel stick acts as an ice cube to keep the drink cooler longer. Previously manufactured with polycarbonate (PC) for clarity and toughness, Cool Gear answered a growing consumer demand for products that are free of bisphenol A (BPA). Tritan also provides outstanding dishwasher durability, meaning EZ-Freeze Free bottles last for years without crazing, cracking, or hazing. "Our intent was to utilize a material that would allow us to offer the same attributes of clarity and toughness with added benefits," says Hank Roth, principal, Cool Gear. Tritan allows the use of existing PC molds with minimal production changes, which was a bonus for Cool Gear.

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

*The new EZ-Freeze Free™ bottle is dishwasher durable and BPA-free.*



# **EASTMAN**

The results of **insight**<sup>™</sup>

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