

MARKETSHARE

Products made with Eastman innovation

EASTMAN

The toast of the town

Drinique™ uses Eastman Tritan™ copolyester to redefine drinkware for the hospitality industry.

Drinique™ is looking to improve the hospitality industry with its line of attractive, durable drinkware made with Eastman Tritan™ copolyester. In the past, bar and nightclub owners had to choose between highly breakable glassware or plastic drinkware which quickly cracks and crazes. With BPA-free Tritan, Drinique creates drinkware that has the genuine look and feel of glass but is extremely durable. In fact, in fitness-for-use testing with commercial dishwashers, customers stopped testing after 500 to 1,500 cycles because Tritan products showed no cracking or crazing.

"Customers who have made the switch to Drinique have reportedly saved thousands of dollars by dramatically reducing costs associated with repurchasing drinkware," said Andrew Elliott, president of Drinique.

For more information on Eastman Tritan™ copolyester, visit www.eastman.com/tritan.



Using Eastman Tritan™ copolyester allowed Drinique to achieve its vision of creating the world's most innovative and versatile drinkware.

EASTMAN

The results of **insight**[™]

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