

## MARKETSHARE

Products made with Eastman innovation

**EASTMAN**

# Toting water, touting style

*KOR Ideas uses Eastman Tritan™ copolyester in luxury water bottle design.*

Design, health, and sustainability are the three pillars that KOR Ideas, Inc. embraces with its innovative water bottle design. Company founder Eric Barnes takes the reusable water bottle concept to a new level with the KOR ONE Hydration Vessel, creating the novel design in collaboration with designer RKS, molder Nypro, and Eastman Chemical Company. Made of BPA-free Tritan copolyester, KOR ONE features an oblong shape with a snap-close top and crystal-like base, giving a sophisticated look for the style-conscious consumer. Besides the clarity, toughness, and dishwasher durability that Tritan is known for, Barnes and his design team liked its processing capabilities. The unique hydration vessel not only makes an elegant accessory, it makes a statement for sustainability; KOR donates part of the product's sales toward water-related issues and offers a buyback program when the product's useful life has been exhausted.

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



*The innovative KOR ONE demanded the design flexibility of Eastman Tritan™ copolyester.*

# **EASTMAN**

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

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