

MARKETSHARE

Products made with Eastman innovation

EASTMAN

Sticky business

Mighty Mug chooses Eastman Tritan™ copolyester for its new ice tumbler.

Touted as the world's only mug that grips to a desktop to avoid a spill when accidentally bumped, Mighty Mug includes an ice tumbler in its line of innovative beverage containers—the 20-oz Mighty Mug Ice. Developed by a team of industrial designers and mechanical engineers, Mighty Mug's patented Smartgrip™ technology has a powerful airlock design that grips a smooth, flat surface. When the mug or tumbler is lifted naturally, pressure is normalized to release the drink. Crystal clear Eastman Tritan™ copolyester keeps drinks looking fresh and delectable in the Mighty Mug Ice, and the tumbler is dishwasher safe for easy cleaning. Complementing the Mighty Mug insulated mugs and travel mugs, the Mighty Mug Ice tumbler is designed to fit most car cup holders. Made to withstand bumps and avoid accidental tip over, the ergonomic Mighty Mug and its patented Smartgrip technology have been featured in more than 100 publications and television shows worldwide.

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



The spill-free Mighty Mug Ice tumbler is made of Eastman Tritan™ copolyester.

EASTMAN

The results of **insight**[™]

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