

A package deal—

Brand enhancing and recycle friendly



Now brand owners can get both the superior performance benefits they're accustomed to with Eastman Embrace™ LV copolyester for full-body shrink labels plus a recycle-friendly deseaming technology with only a change in the seam adhesive.

Eastman and Sun Chemical introduce SunLam™ Deseaming Technology—a deseamable adhesive that helps remove the shrink label from the bottle and increases the amount of recycled PET.

What is deseaming technology?

Sun Chemical SunLam™ Deseaming Technology is a recycle-friendly, deseamable adhesive that enables shrink labels to deseam and release during the recycling process. This helps recyclers with shrink label removal, thus increasing RPET yield, and enables brands to continue using their current Embrace LV resin for labels. There is no package or label redesign cost or compromised label performance.

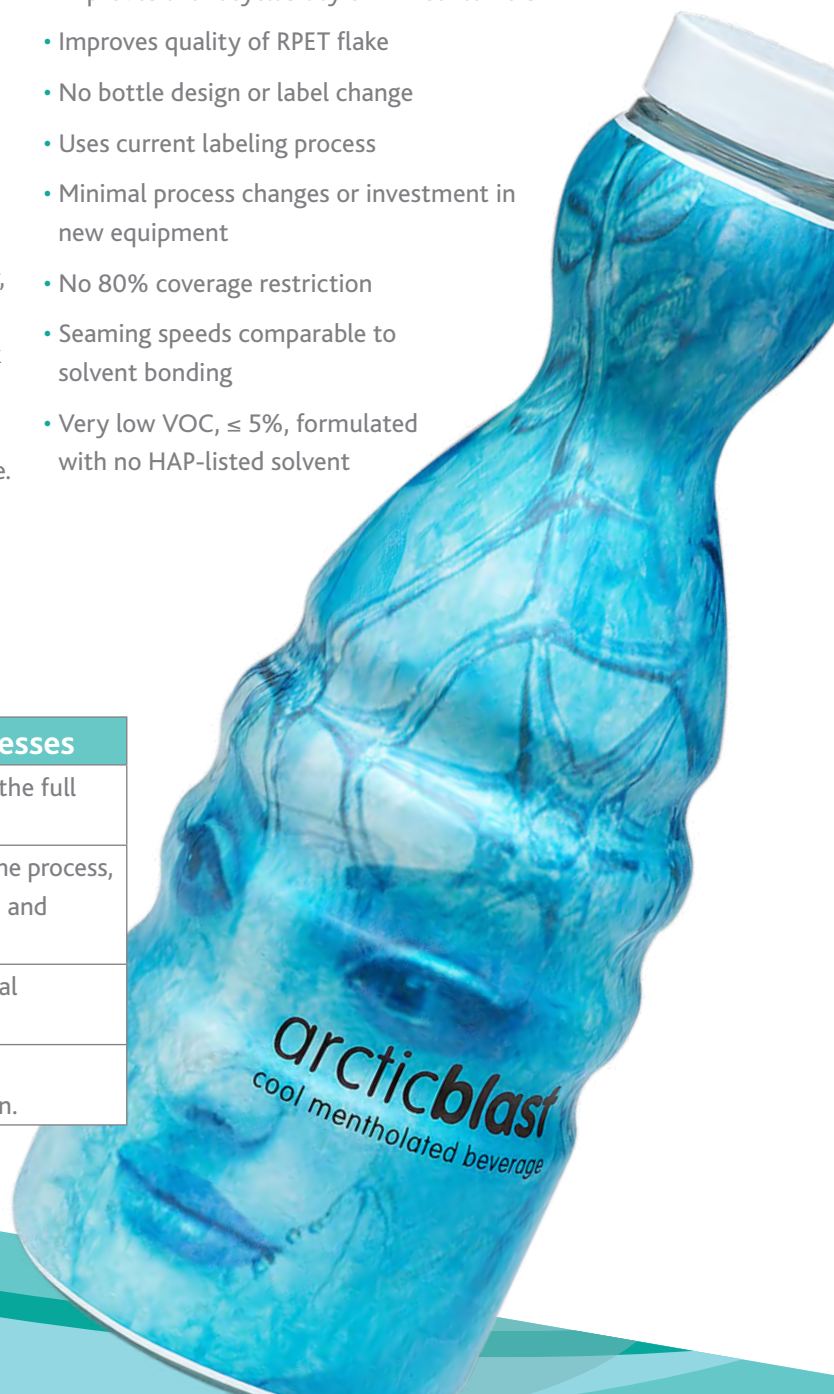
For consumers, deseaming technology helps satisfy their confidence that the PET bottle will be recycled. Just toss the PET bottle into the recycle bin and deseaming will do the rest.

PET recycling issues

Problem	How deseaming addresses
Shrink labels do not come off in the PET recycling process.	Labels easily deseam during the full bottle wash.
Shrink-labeled bottles are misidentified by scanners and removed, reducing RPET yield.	Labels are removed early in the process, eliminating misidentification and removal.
Label removal requires specialized equipment.	Deseaming requires no special equipment.
Label material will contaminate RPET flake.	Removing labels early in the process avoids contamination.

Why deseaming works for you

- Improves the recyclability of PET containers
- Improves quality of RPET flake
- No bottle design or label change
- Uses current labeling process
- Minimal process changes or investment in new equipment
- No 80% coverage restriction
- Seaming speeds comparable to solvent bonding
- Very low VOC, ≤ 5%, formulated with no HAP-listed solvent





The How2Recycle labeling system

Brands that are members of How2Recycle (H2R) and using Eastman Embrace LV with Sun Chemical SunLam™ Deseaming Technology are now eligible to use the How2Recycle labels on their packaging.

H2R, a project of the Sustainable Packaging Coalition, is a voluntary, standardized labeling system that clearly communicates recycling instructions to the public.



For more information, visit
www.LinktoShrink.com.

Eastman contact

To learn more about Embrace LV and how to make shrink labels recycle friendly, call Haley Werth, Eastman sales development manager, at +(1) 423 276-8081.

www.eastman.com/Embrace

Sun Chemical contact

For information on Sun Chemical SunLam™ Deseaming Technology, email naimarketing@sunchemical.com or call +(1) 708 236 3798.



About Sun Chemical

Sun Chemical, a member of the DIC group, is a leading producer of printing inks, coatings and supplies, pigments, polymers, liquid compounds, solid compounds, and application materials.



Eastman 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

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