

A HEALTHY COLLABORATION HELPS FOSTER HEALTHY CONSUMER TRENDS.

The trend toward healthy hydration can be seen everywhere. No longer the exclusive domain of the competitive athlete, today's stylish sports bottles are equally at home in the studio, the student's backpack, and the boardroom. At the same time, there has been a successful trend away from bottles that contain BPA (bisphenol A).

Istanbul-based Mercanlar Kitchenware Co. supports both trends with its popular range of Renga® bottles. All are BPA free and refillable to help replace single-use disposable bottles. Since 2017, two lines of Renga bottles—Atlas for adults and Migo for children—have been made with Tritan™ from Eastman.

Collaboration is at the heart of Renga bottles.

The latest Renga water bottles made with Tritan are an artful combination of utility and design. The Atlas and Migo lines bring together benefits that were once thought to be contradictory:

- Glasslike transparency paired with shatter resistance
- Outstanding toughness but BPA free
- Breathtaking style without retaining odors and tastes
- Excellent clarity and gloss that showcase graphics and decorations
- Healthful practicality that is a fashion statement

Collaboration that results in a win-win

Mercanlar has been designing innovative kitchenware since 1976. Today, the Renga brand has extended its reach from Turkey to more than 70 countries across the Middle East, North Africa, Europe, and South America. Its bottles are sold online as well as through supermarkets, hypermarkets, and school stationary suppliers—especially its kid-friendly Migo bottle, complete with straw and carrying strap or finger loop.

Since its beginning, design has been the driving force of Mercanlar's innovative products. By using Tritan, the designers at Mercanlar have a material that lets them create their stylish designs with stunning functionality.



"Tritan allows us to offer high quality products in a more achievable way," says Head Designer Fatma Bagcivan. "It's a very designer-friendly material."

Renga is the result of creative collaboration.

It's not overstating the situation to say that the collaboration between Mercanlar and Eastman has developed into something of an art form.

On the one hand, Mercanlar designers create stunning aesthetics while Eastman provides technical support to help achieve the best results—first, by working with existing molds and processes and then by providing chemical and application expertise when Mercanlar made the significant commitment to make Tritan-dedicated molds for the Atlas and Migo lines.

On the other hand, Mercanlar draws on communications tools and programs offered by Eastman to leverage the equity built into the Tritan™ from Eastman brand.

"Tritan is an advantageous material in terms of making a difference in the market and creating awareness for human health and our environment," says Metin Albayrak, president of Mercanlar Kitchenware Co.

When it's fun to stay hydrated, it's easier to stay healthy.

As part of a healthy trend, consumers are more aware than ever that anyone can get dehydrated—whether working in an air-conditioned environment or sweating it out on the playing field.

The Renga Atlas and Migo bottles made with Tritan make it convenient and fun for adults and kids alike to always have access to a healthy supply of water.

To learn more about Renga bottles, visit www.renga.com.tr/products/bottles.

Learn more about Tritan at www.TritanfromEastman.com.

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