

# WHEN A GLASS IS NOT GLASS, IT SHOULD BE **NuGlass™**.

*When the makers of NuGlass™ drinkware and barware launched their six-product line in early 2018, it was a crowded, competitive marketplace.*

But NuGlass offered something that is clearly new—casual elegance designed with BPA-free Tritan™ from Eastman. This unique combination of glasslike clarity with shatter resistance, superior durability, and sophisticated textures puts NuGlass products a step above the rest.

## Successful from day one

As soon as the first six products were launched in U.S. Walmart retail stores, NuGlass knew it had a hit on its hands—stores across the U.S. had trouble keeping the new products on their shelves.

Within a few short months, the growing success led to:

- Introduction of 6 additional SKUs
- Expansion of all lines to Walmart stores in Canada
- Promotion of all 12 SKUs at Walmart.com
- Availability of selected products on Amazon.com

See the complete NuGlass collection at [NuGlass.com](http://NuGlass.com).

## How NuGlass is shattering the glass ceiling

Shatter-resistant and BPA-free Tritan helps NuGlass open new markets where style is preferred—and safety is critical.

Reviews suggest that consumers are drawn to the attractive shapes and clean lines of NuGlass drinkware. They're pleasantly surprised by the ability to retain beauty while resisting unwanted stains and odors. And Tritan's ability to withstand dishwashing without crazing or cracking keeps customers coming back for more.

The designers and molders behind NuGlass drinkware also see new opportunities using Tritan. Its toughness and processability allow dramatic designs that are not practical with traditional glass or other plastics. The hammered texture, light-gathering cut crystal facets, and satisfying ribbed surface are just three examples.



*With Tritan, skillful molders can achieve sharp-cornered cuts and tight-radius definition of facets—giving this pineapple tumbler the luxurious appearance of cut crystal.*



# THERE'S A **NuGlass™** STYLE TO TOAST ANY TASTE.

The occasion may call for simple elegance of stemware or the comfortable shape of the bell tumbler. Or you may want to step it up with the tactile feedback of a textured or ribbed grip surface.

However you raise your glass, NuGlass™ drinkware can raise the standard.



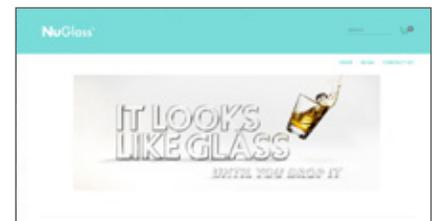
## How Eastman adds to the success

Eastman has been working with molders and designers for more than a decade to explore the capabilities of Tritan— and help ensure the best results.

In addition to technical support for individual designs, Eastman has also contributed to the success of the NuGlass brand. Eastman helped develop the NuGlass website, and to keep the momentum going, Eastman also worked with NuGlass to create a promotional video as well as product promotions for Walmart.com.

This has been a mutually successful collaboration that definitely deserves a toast—with a toast-worthy glass from the NuGlass drinkware line.

*Eastman contributed to the success of the NuGlass brand by helping develop the NuGlass website at [www.nuglass.com](http://www.nuglass.com).*



[www.nuglass.com](http://www.nuglass.com)

[www.walmart.com](http://www.walmart.com)

[www.tritanfromeastman.com](http://www.tritanfromeastman.com)

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