

A refreshing introduction

cheribundi™ uses Eastman Embrace™ LV copolyester for new juice offering

Juice manufacturer cheribundi™ selected Eastman Embrace™ LV copolyester for shrink film labels on its new Refresh juice product. The company chose Embrace LV because of the material's flexibility in designing a unique label while retaining the brand's look and feel. The result is a sleek, eye-catching marketing tool that sets Refresh apart from the competition.

A design that sells itself

The off-white base with watercolor fruit design of the Refresh label conveys cheribundi's farmers market theme. The high printability of Eastman Embrace™ LV copolyester makes for an easy-to-read label.

"Because we have been labeling our core tart cherry juice products with shrink labels for a few years, it was a natural choice to continue to use shrink labels for our new line," said Ed Maguire, vice president, operations, cheribundi, Inc. "The design is very clean, and reading the product and nutrition information is so easy that once consumers pick up the bottle, they tend to buy it."

Smooth fit for shelf appeal

Eastman Embrace™ LV copolyester enables differentiated labeling with its ability to form around highly contoured, complex and thin-walled containers that require a high ultimate shrink. cheribundi uses a hot-fill manufacturing process that requires specific bottles. Knowing bottle ridges can cause challenges in the shrink process, the company chose Embrace LV for a label with a tight, smooth fit.

"The design and label finish we wanted worked well with Eastman Embrace™ LV copolyester," Maguire said. "With the help of our converter, Hammer Packaging, we were able to put together a package that has gotten tremendous feedback from the marketplace and has hit the mark for an upscale appearance."



Labels made with Eastman Embrace™ LV copolyester give cheribundi Refresh juice bottles a premium, upscale look.

For more information on Eastman Embrace™ LV copolyester, visit www.eastman.com/embrace.



**Eastman Chemical Company
Corporate Headquarters**

P.O. Box 431
Kingsport, TN 37662-5280 U.S.A.

Telephone:
U.S.A. and Canada, 800-EASTMAN (800-327-8626)
Other Locations, (1) 423-229-2000
Fax: (1) 423-229-1193

Eastman Chemical Latin America

9155 South Dadeland Blvd.
Suite 1116
Miami, FL 33156 U.S.A.

Telephone: (1) 305-671-2800
Fax: (1) 305-671-2805

Eastman Chemical B.V.

Fascinatio Boulevard 602-614
2909 VA Capelle aan den IJssel
The Netherlands

Telephone: (31) 10 2402 111
Fax: (31) 10 2402 100

**Eastman (Shanghai) Chemical
Commercial Company, Ltd. Jingan Branch**

1206, CITIC Square
No. 1168 Nanjing Road (W)
Shanghai 200041, P.R. China

Telephone: (86) 21 6120-8700
Fax: (86) 21 5213-5255

Eastman Chemical Japan Ltd.

MetLife Aoyama Building 5F
2-11-16 Minami Aoyama
Minato-ku, Tokyo 107-0062 Japan

Telephone: (81) 3-3475-9510
Fax: (81) 3-3475-9515

Eastman Chemical Asia Pacific Pte. Ltd.

#05-04 Winsland House
3 Killiney Road
Singapore 239519

Telephone: (65) 6831-3100
Fax: (65) 6732-4930

www.eastman.com

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