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.”

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