

## A tower of strength

*LD Plastics & Displays uses Eastman Spectar Frost™ copolyester to show durability and catch customer's attention.*

### Manufacturing ease and flexibility

LD Plastics & Displays of Brockton, Massachusetts, manufactures product displays for some of the largest U.S. retailers. They know firsthand how important material selection is in harsh retail environments. Sunglass towers are especially challenging—they have to be inviting for consumers to approach, yet tough enough to withstand constant handling without losing aesthetic appeal.

Central to the 66-inch-high, rotating sunglass tower is Vivak™ sheet, made from Eastman Spectar Frost™ copolyester. Spectar Frost was used to minimize the appearance of scratches and fingerprints. The sunglass tower demonstrates the durability and flexibility that can be achieved with Spectar Frost. It's also a "poster child" for how the material can be bonded, die punched, and bent.

### Eastman Spectar Frost™ copolyester meets all needs

"It's the best bending material by far," says Normand Dufour, operations vice president for LD Plastics & Displays. Dufour conducted his own strength testing on a pegboard made with Eastman Spectar Frost™ copolyester. He placed a one-gallon water jug on a metal peg attached to the unit. Despite holding the dead weight of more than eight pounds, the material did not deflect or crack. The same cannot be said of the metal peg.

The durability enabled by Eastman Spectar Frost™ copolyester was proven by in-store tests of the new sunglass tower. "They banged it. They whacked it. It met all their needs: strength, appearance, and frosted effect," says Dufour.

*The rotating floor sunglass tower made from Eastman Spectar Frost™ copolyester is tough and aesthetically appealing.*

For more information on Eastman Spectar Frost™ copolyester, visit [www.eastman.com/spectar](http://www.eastman.com/spectar).





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