

## A beam of inspiration

*Method chooses Eastman Embrace™ LV copolyester for its lighthouse-shaped line of laundry detergent.*

### Original design

A boring task by most accounts, doing laundry is a source of inspiration for the folks at Method, a leading innovator in stylish, eco-friendly home care products. Method laundry detergent with smartclean technology™ revolutionizes the way laundry is done—making it easy, smart, and green with a compact pump bottle and a powerful formula that's ultraconcentrated, 95% plant based and biodegradable. Method states, from their website, that they are here to make products work for you and the planet, so the company's commitment to "greenskeeping," as they call it, is demonstrated in each of their products. The hand-held, no-mess, no-waste dispensing pump bottle is made of 50% recycled plastic and is also completely recyclable, adding value by the bottle.

The first of its kind in the detergent sector, Method's distinct "lighthouse" shape features a shrink sleeve made of Eastman Embrace™ LV copolyester that provides a sleek, glossy look that further differentiates this distinctive bottle from the competition. Embrace LV enables top-to-bottom graphics and a 360-degree billboard effect on both 25 and 50 laundry load bottle sizes. The exceptional printability and chemical resistance of Embrace LV were important considerations in Method's choice of film, given the exposures of the everyday laundry room environment.

### Results are in

The unique design earned Method a Gold Industrial Design Excellence Award (IDEA) and best in show in the 2010 IDEA competition cosponsored by Industrial Designers of America and *Fast Company* magazine. One of the IDEA judges, Fumi Watanabe, creative manager for merchandise at Starbucks, said, "This packaging design not only packages the product, but also enhances the experience of using it. Though the pump structure is nothing new in cosmetics packaging, the combination of ultraconcentrated detergent and handy packaging brought new consumer behavior, reducing resources and water use. 'Why hasn't anybody done this before?' illustrates the design excellence of the packaging."

*With excellent printability and effective shrink rate, Eastman Embrace™ LV copolyester helps Method laundry detergent make great strides in the realm of home care.*



For more information on Eastman Embrace™ LV copolyester, visit [www.eastman.com/embrace](http://www.eastman.com/embrace).



The results of insight™

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