

The material you can bank on

Abbey Bank uses Eastman Spectar Frost™ copolyester to reflect its corporate image.

The complexity of simplicity

Abbey Bank, the U.K.'s second largest provider of mortgages and savings, updated 712 branches with both wall-mounted and free-standing advertising light boxes reflecting the bank's corporate image.

Abbey Bank found that Eastman Spectar Frost™ copolyester offered exactly what they needed to update their look all around the world. It allowed them to create light boxes that were tough enough to withstand accidental abuse and cleaning and maintenance routines.

Making money by saving money

The result was a top layer of Eastman Spectar Frost™ copolyester coextruded with an underlying red translucent sheet. Beverly Thompson of Marketplace Merchandising had no doubt that Spectar Frost was the right material for the job. "It's a fabulous material because it has the durability and strength to do whatever you want it to do," she says. "It forms easily and has a very good deep draw that you can't get from a lot of other materials." The matte finish of the material minimized the glare of lighting and the appearance of fingerprints.

As an added bonus, the thickness of the sheet was reduced from the initial 6-millimeter specification, developed for acrylic, down to 4 millimeters—a material savings of 35 tons. "You can usually go from 5 to 4 millimeters," says Thompson. "We dropped two thicknesses. The economy of scale speaks for itself."



Light boxes made with Eastman Spectar Frost™ copolyester illuminate Abbey Bank's bold new image.



For more information on Eastman Spectar Frost™ copolyester, visit www.eastman.com/spectar.



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