

Style and substance in one durable display

Grendene's point-of-purchase displays use Eastman Spectar™ copolyester

Grendene's desire to stay ahead of the game through their point-of-purchase displays for Rider shoes has been fulfilled through the use of Eastman Spectar™ copolyester. By creating a space-efficient, durable, transparent, modular, stackable cube, Rider shoe displays are catching the eyes of consumers all around the globe.

"The possibility of designing products with creative shapes, in a material that can be transparent and has great resistance to damage, is very rewarding," says Marcio Goncalves, Plano Trio designer.



Displaying substance, style, and efficiency, Grendene's Rider shoe display uses Eastman Spectar™ copolyester.



The results of insight™

**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.

Fascinatïo 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

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