

Colgate Simply White display earns the gold medal

Eastman Spectar™ copolyester helps Antonio Carlos Valle create a crisp, clean design

Antonio Carlos Valle of Creative Vision wanted a material that proved tough and versatile for the Colgate Simply White point-of-purchase display, and Eastman Spectar™ copolyester delivered again. The POP display had the clarity and purity needed for displaying personal hygiene products.

"I selected Eastman Spectar™ copolyester for the front of the display because it offers the best flexibility, durability, and impact resistance," says Valle.

This crisp, clean design, created using Eastman Spectar™ copolyester, earned Valle a gold medal in Brazil's Point-of-Purchase Advertising International (POP AI) competition.





The results of insight™

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