

Eastman Embrace™ copolyester

Shrink film and labels for packaging

Eastman Embrace™ copolyester helps bring drama to any shelf space and opens up a world of possibilities in terms of packaging design. Embrace is a part of the family of resins for shrink body labels and delivers strong benefits for maximum shelf appeal.

Excellent printability

- Reverse prints with stunning clarity, gloss, and presence
- Surface printed with existing technology and without special pretreatment

All-encompassing design

- Ability to wrap around container with 360° graphics
- Front or reverse surface printing brings out the best in colors and graphic design.

Crystal clarity

- Water-like clarity showcases colors and graphics.

High shrink rate

- Shrinks beautifully around complex surfaces and the tight fit remains over time.
- Reaches maximum shrinkage potential quicker than competitive products (>75% ultimate shrinkage)
- Higher shrinkage reached at lower temperatures—great for heat-sensitive products

High shrink force

- Strong shrink force enables bundling of bonus packs.

Halogen free*

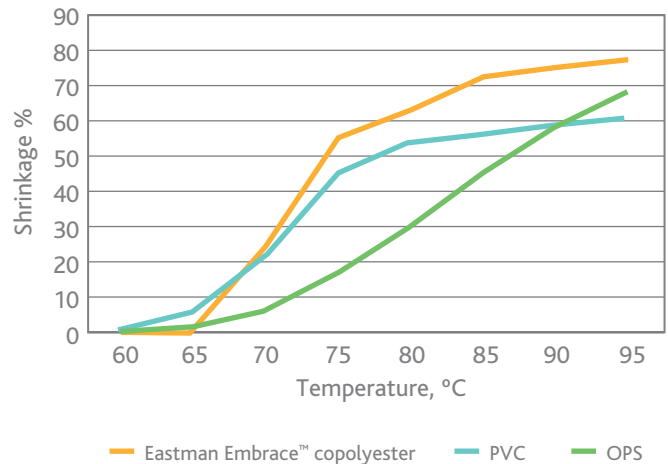
- Halogen-free shrink film material

Eastman Embrace™ copolyester is the solution that opens up a world of design possibilities and creates product differentiation at retail.

To learn more about Eastman Embrace™ copolyester, visit us at www.eastman.com/Embrace or email us at embrace@eastman.com.

*PVC contains halogens.

Shrink rate comparison curves (10 sec)





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