

# Eastman Embrace™ LV copolyester

Shrink film and labels for packaging

Eastman Embrace™ LV copolyester is the versatile one-resin solution for shrink labels from the Embrace family of resins. Embrace LV copolyester is designed to meet the needs of today's evolving marketplace.

## *Material option for thin-walled containers*

- Lower shrink force eliminates crushing of thin-walled containers during application.
- "Billboard effect" is delivered at the point of purchase on uniquely designed, thin-walled containers requiring high ultimate shrink.
- Shrink force reduced 40%–50% over most competitive copolyesters.

## *The one-resin solution*

- Optimal machine direction (MD) growth enables up to 5% less film usage. This translates to one free label per 20 produced.
- Customization to meet or exceed current competitive resins' shrink curves without sacrificing its ability to form around highly contoured or complex containers (>75% ultimate shrinkage)
- Delivery of a variety of shrink film performance criteria all in one resin
- Ambient storage superior to most other competitive products

## *Ensures consistent billboard effect on shelf*

- Consistently level film edge at top and bottom, eliminating shrink film "smiley faces" on square or oblong containers
- Front or reverse printing to bring out bold colors and enhance label graphics

Eastman Embrace™ LV copolyester is an innovative, one-resin solution for the shrink body label market.

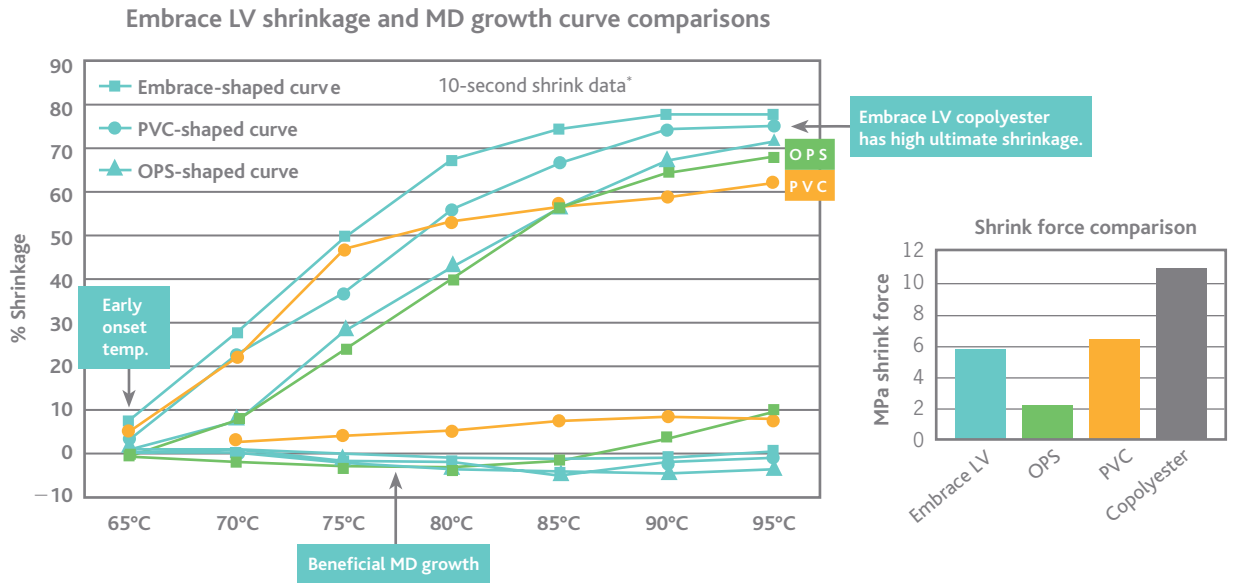
This material continues to deliver the same superior performance features found in the Eastman Embrace family of resins:

- Halogen free<sup>1</sup>
- Sparkling clarity and high gloss
- Excellent printability—delivers 360° container graphics

<sup>1</sup>PVC contains halogens.



Enables the shrink curve of your choice



\*Shrink curves based on commercially available PVC, OPS, and copolyester.

To learn more about Eastman Embrace™ LV copolyester, visit us at [www.eastman.com/EmbraceLV](http://www.eastman.com/EmbraceLV) or email us at [embrace@eastman.com](mailto:embrace@eastman.com).

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The results of insight™

**Eastman Corporate Headquarters**  
P.O. Box 431  
Kingsport, TN 37662-5280 U.S.A.  
U.S.A. and Canada, 800-EASTMAN (800-327-8626)  
Other Locations, +(1) 423-229-2000  
[www.eastman.com/locations](http://www.eastman.com/locations)

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