

Maximize shelf appeal and sustainability with Embrace Encore, the shrink label solution most compatible with PET recycling.

Crystallizable shrink labels made from Encore improve PET sortation, recovery, and recycling.

Eastman Embrace Encore™ copolyester has been engineered for brands that want both shelf appeal and sustainability from their labels.

Shrink sleeve labels have long been used to create innovative, engaging packaging that promotes brand image, improves shelf appeal, increases sales, and encourages brand loyalty. However, shrink sleeve labels have also created processing challenges for reclaimers—until now!

Developed by Eastman, the market leader in shrink resin technology, Embrace Encore offers sustainability without compromise.

Embrace Encore is a near drop-in replacement for existing shrink labels, providing the aesthetics and performance that have made shrink labels the preferred choice of iconic brands for decades. And since Embrace Encore is a crystallizable resin, it is fully compatible with PET recycling and—even better—can itself be recycled, contributing further to rPET yields.

With Embrace Encore, brands no longer have to choose between shelf appeal and sustainability. Advantages of labels made from Embrace Encore include:

PET stream (RIC1) compatibility and recyclability

Fully compatible with PET bottle recycling streams

The Association of Plastic Recyclers (APR) has recognized Embrace Encore and crystallizable solutions, when used with washable inks, as one of only two shrink sleeve technologies that are suitable for use with PET bottles.

Improve rPET yields

Using Embrace Encore labels prevents clumping problems during recycled PET (rPET) flake processing and does not generate contaminants associated with labels that use adhesives, paper, or foreign polymers, which can cause black specks or introduce non-intentionally added substances (NIAS).

Fully recyclable

Embrace Encore can be recovered along with PET bottle flakes, further boosting rPET yields by as much as 4%—the weight of the label as a percentage of the typical total package.

Improves sortation accuracy

Due to its chemical similarity to PET, Embrace Encore offers “like on like” labels, increasing the chance that PET bottles will be correctly identified.

Supports bottle recyclability claims

Emerging legislation, such as California SB 343, may allow brands to make bottle recyclability claims only if the labels are compatible with APR guidance.



Superb aesthetics and improved functionality

Unparalleled shelf appeal and design flexibility

This enables eye-catching 360-degree graphic capability with super-high print definition and sparkling clarity, empowering designers to create engaging packaging that promotes brand image, improves shelf appeal, increases sales, and encourages brand loyalty.

Replacement for conventional PETG shrink sleeve labels

Embrace Encore allows for higher surface energy and ease of printing compared to other low-density substrates.

Superior toughness

The toughness of Embrace Encore allows for lightweighting the label.

Perfectly fit, contoured bottles

Embrace Encore offers up to 75% ultimate shrinkage, toughness, clarity, and a versatile shrink curve.

To meet your sustainability goals, specify Eastman Embrace Encore crystallizable PET labels.

To learn more about shrink film solutions, visit Eastman.com/Embrace.

Eastman **EMBRACE ENCORE**[™]

copolyester

About Eastman

Eastman is dedicated to building a circular economy that creates value from material waste. We are laying the groundwork by advancing innovative technologies and products, forging collaborations at local and global levels, and identifying solutions to reduce plastic waste, use fewer virgin fossil resources, and emit less carbon. Our commitment to driving a circular economy is grounded in the belief that discarded plastic and textile waste can not only be eliminated but reinvented. We are advancing a closed-loop process supported by companies, consumers, manufacturers, policymakers, and governments, working together to ensure waste materials are used, recycled, and re-created repeatedly.



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