

A refreshing introduction

cheribundi™ uses Eastman Embrace™ LV copolyester for new juice offering

Juice manufacturer cheribundi™ selected Eastman Embrace™ LV copolyester for shrink film labels on its new Refresh juice product. The company chose Embrace LV because of the material's flexibility in designing a unique label while retaining the brand's look and feel. The result is a sleek, eye-catching marketing tool that sets Refresh apart from the competition.

A design that sells itself

The off-white base with watercolor fruit design of the Refresh label conveys cheribundi's farmers market theme. The high printability of Eastman Embrace™ LV copolyester makes for an easy-to-read label.

"Because we have been labeling our core tart cherry juice products with shrink labels for a few years, it was a natural choice to continue to use shrink labels for our new line," said Ed Maguire, vice president, operations, cheribundi, Inc. "The design is very clean, and reading the product and nutrition information is so easy that once consumers pick up the bottle, they tend to buy it."

Smooth fit for shelf appeal

Eastman Embrace™ LV copolyester enables differentiated labeling with its ability to form around highly contoured, complex and thin-walled containers that require a high ultimate shrink. cheribundi uses a hot-fill manufacturing process that requires specific bottles. Knowing bottle ridges can cause challenges in the shrink process, the company chose Embrace LV for a label with a tight, smooth fit.

"The design and label finish we wanted worked well with Eastman Embrace™ LV copolyester," Maguire said. "With the help of our converter, Hammer Packaging, we were able to put together a package that has gotten tremendous feedback from the marketplace and has hit the mark for an upscale appearance."



Labels made with Eastman Embrace™ LV copolyester give cheribundi Refresh juice bottles a premium, upscale look.

For more information on Eastman Embrace™ LV copolyester, visit www.eastman.com/embrace.



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