

Energizing contents—from top to bottom

Upbeat chooses Eastman Embrace™ HY copolyester for sustainability and a premium finish for its new protein drink offering.

High quality, premium finish

U.K. based The Good Whey Company has recently introduced Upbeat, a new age dairy protein drink with no more than 150 calories. Premium packaging was required to reflect the high quality of the product inside the bottle. Susie Hignett, brand manager, The Good Whey Company, turned to Eastman Embrace™ HY copolyester for Upbeat's packaging needs. Embrace HY offers a soft-to-the-touch feel, matte look, and 360-degree billboard effect. One key reason Embrace HY was considered by The Good Whey Company for the Upbeat product was for the recyclability of the bottles which is important to the company.

"Eastman Embrace™ HY copolyester is an innovative sustainable packaging option for brand owners, offering a 30% lower density than other copolyesters and requiring less material for the same demand," said Anthony Sammut, EMEA specification sales and marketing manager at Eastman. "By using Embrace HY for its labels, The Good Whey Company was able to use a custom-designed clear PET bottle—which is recyclable—with a tapered waist, instead of having to use a pigmented bottle with a shrink label."

The twin perforation on the label enables the end user to easily tear and remove it. When a label is removed, the bottle can be more readily detected in the recycling stream, increasing the probability the plastic will be used for a new bottle. The product also was made more recyclable because the bottle is clear rather than colored PET, unlike many other dairy products.

"Working with Eastman Embrace HY and using the twin perforation allowed for an easily and cleanly removable sleeve, therefore encouraging consumers to remove the labels and enhancing the probability the bottle will be recycled without fear of contamination," said Jon Cowan, sales director, CCL Label Decorative Sleeved. "These subtle perforations do not detract from the visual excellence the sleeve offers in terms of 360-degree decoration."

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

A team effort

"We were approached by The Good Whey Company for a product label that would be attractive and eye catching, we immediately identified Eastman Embrace HY material as the ideal solution," Cowan said. "All companies worked through the development phase to achieve an attractive final package design."

Embrace provides products a distinctive shelf presence with an all-encompassing billboard effect that forms tightly around highly contoured containers. The material is naturally white, eliminating the need for printed white flood coats. The Good Whey Company also selected Embrace HY for its matte effect and its soft-to-the-touch finish.



A sustainable solution, Eastman Embrace™ HY copolyester enables a premium finish for Upbeat's packaging, reflecting a high quality product.



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