

Growing with innovation

Bayer Garden uses Eastman Embrace™ copolyester for their line of Ready-to-Use gardening sprays.

Bayer is a well-known brand in the field of health care, but it also spends time in the garden. The 150-year-old brand has been the gardener's friend for generations, keeping lawns beautiful and vibrant. The newest line extension of the Bayer Garden series is their Ready to Use (RTU) sprays, with bottles newly clad in shrink film made from Eastman Embrace™ copolyester.

Weeding out alternatives

Unlike old-school pressure-sensitive labels they supersede, shrink film labels made from Embrace copolyester offer great performance when faced with long-term exposure to less than ideal environments such as the inevitable damp, musty shed. Steve Mead, head of marketing at Bayer Garden stated, "We'd expect an RTU to last a season or maybe two, but it really depends on how active the gardener is. Those using it over a long period will typically keep it in the shed, where historically labels fade with age. Embrace is resistant to that—the product will look as good after a couple of years as it did when it was bought."

Embrace delivers shrink film with excellent printing capabilities and a high shrink rate. Not only does the film allow Bayer Garden to achieve vibrant color capabilities with superb graphics, but it also effectively forms around the bottle. These particular bottles have a unique shape with design features like finger grips at the top, thus making it challenging to effectively encompass the bottle. Embrace performs without a hitch. Embrace offers a high shrink rate ensuring a tight fit and consistent level film edge with precise alignment at the top and bottom of containers. This minimizes uneven gaps between film and container edge and is ideal for unique shapes.

With superior printing capabilities and effective shrink rate, Eastman Embrace is the perfect solution for Bayer Garden.

Vibrant label feeds market growth

"Sales of RTUs took off once we started using Embrace. I can't stress how big an improvement it is over pressure-sensitive labels. It makes the bottles look better but also nicer to pick up and handle. From a marketing perspective, it allows us to be more creative and colorful with the packaging design because obviously there is more surface area to play with. The shrink sleeves allow us to have any color we want. Consumers staring at a busy garden care shelving unit tend to go for the impulse purchase: they buy whichever product leaps off the shelf," says Mead.



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



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