

## It's a keeper

*Lombardi chooses Eastman's Tenite™ cellulosics for packaging and container designs.*

Lombardi Design and Manufacturing came up with a gift box design for retail packaging with the intent that consumers can keep the sleek boxes for secondary use such as storage and creative organizing. With a customer list that includes Estée Lauder and Victoria's Secret, Lombardi is keenly aware of consumer trends towards practical and recyclable products made of sustainable materials. Known for aesthetic qualities and durability, Tenite is made from softwood trees harvested under a sustained yield management program. The material has been in use since 1929, but designers are discovering new attributes because of its excellent sustainability story. Lombardi's keepsake gift box is one that keeps on giving.

**For more information on Tenite™ cellulosics, visit [www.eastman.com/tenite](http://www.eastman.com/tenite).**



*Made of Tenite, Lombardi's gift box design can be customized in different colors, sizes and shapes.*



The results of insight™

### **Eastman Chemical Company Corporate Headquarters**

P.O. Box 431

Kingsport, TN 37662-5280 U.S.A.

Telephone:

U.S.A. and Canada, 800-EASTMAN (800-327-8626)

Other Locations, (1) 423-229-2000

Fax: (1) 423-229-1193

### **Eastman Chemical Latin America**

9155 South Dadeland Blvd.

Suite 1116

Miami, FL 33156 U.S.A.

Telephone: (1) 305-671-2800

Fax: (1) 305-671-2805

### **Eastman Chemical B.V.**

Fascinatio Boulevard 602-614

2909 VA Capelle aan den IJssel

The Netherlands

Telephone: (31) 10 2402 111

Fax: (31) 10 2402 100

### **Eastman (Shanghai) Chemical Commercial Company, Ltd.**

Building C, No. 399 Shengxia Road,

Pudong New District

201210, Shanghai, P.R. China

Telephone: (86) 21 6120-8700

Fax: (86) 21 5027-9229

### **Eastman Chemical Japan Ltd.**

MetLife Aoyama Building 5F

2-11-16 Minami Aoyama

Minato-ku, Tokyo 107-0062 Japan

Telephone: (81) 3-3475-9510

Fax: (81) 3-3475-9515

### **Eastman Chemical Asia Pacific Pte. Ltd.**

9 North Buona Vista Drive

#05-01 The Metropolis Tower 1

Singapore 138588

Telephone: (65) 6831-3100

Fax: (65) 6732-4930

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