

MARKETSHARE

Products made with Eastman innovation

EASTMAN

Clearing things up

Clear, durable Eastman Tritan™ copolyester gives the Breville HotCup™ a premium look and feel.

U.K.-based Breville introduced the HotCup™, a one-cup hot water dispenser made with Eastman Tritan™ copolyester, to be a quick and sustainable alternative to plastic jug kettles. Breville chose BPA-free Tritan because its balanced properties—including lasting clarity and durability—give the HotCup a luxurious feel and glasslike look that will not crack or craze over time.

“We chose Eastman Tritan copolyester because it’s an easily molded material without the cloudy appearance of polypropylene,” said Stewart Gordon, industrial design manager at Pulse Home Products, Breville’s parent company. “The superb clarity helped us achieve the effect we wanted and gave the device more of a premium appearance.”

For more information on Eastman Tritan™ copolyester, visit www.eastman.com/tritan.



The HotCup, made with Eastman Tritan™ copolyester, boils just the right amount of water for a hot drink.

EASTMAN

The results of **insight**[™]

Eastman Chemical Company Corporate Headquarters

P.O. Box 431

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

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

Other Locations, +(1) 423-229-2000

www.eastman.com/locations

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