

## MARKETSHARE

Products made with Eastman innovation

# EASTMAN

## Putting a lid on it

*Black+Blum chooses Eastman Tritan™ copolyester for state-of-the-art Box Appetit lunchbox lids.*

Founded as a design consultancy, Black+Blum now creates functional yet stylish housewares with its unique designs. One of the company's creations is the Box Appetit lunchbox, a practical and aesthetically pleasing lightweight lunchbox made for adults and featuring a lid made from BPA-free Eastman Tritan™ copolyester. The new-generation material offers the required clarity, toughness, and heat and chemical resistance. Its design flexibility enables thicker sections in the lid for the dipping well and etching the product name. Tritan also ensures the lid maintains its rigidity and shape after exposure to harsh dishwashing conditions. The Box Appetit is sold in select stores worldwide and is available in black and red, orange, blue, and lime green.

**For more information on Eastman Tritan™ copolyester, visit [www.eastman.com/tritan](http://www.eastman.com/tritan).**



*The Box Appetit, featuring a lid made of Eastman Tritan™ copolyester, addresses the need for a practical, functional, and aesthetically pleasing lunchbox.*

# **EASTMAN**

The results of insight™

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