

## Freedom to Create<sup>TM</sup>

In-Store Fixtures and Point-of-Purchase Displays



D u r a b i l i t y . S u s t a i n a b i l i t y . F l e x i b i l i t y .

**EASTMAN**

# Freedom to Create™

## In-Store Fixtures and Point-of-Purchase Displays

Eastman Spectar™ copolyester is a versatile PETG plastic that allows you to fabricate captivating designs for in-store fixtures (ISF) and point-of-purchase (POP) displays that appeal to customers.

Achieve sparkling clarity, complex components, and high definition . . .

Discover the  
**Freedom to Create™**  
with Eastman Spectar™  
copolyester and let your  
imagination run free.

Sheet made of Eastman Spectar™ copolyester accepts screen printing, inks, hot-stamping, and vinyl graphics.



# Clear Advantages of Eastman Spectar™ Copolyester

## Durability

- Outstanding impact strength
- Excellent chemical resistance
- Reduced breakage in shipping/installation
- Perfect in heavy traffic areas
- Ideally suited for high-turnover products

## Sustainability

- Long lasting
- Reusable
- Downgaugeable
- Halogen free

## Flexibility

- Outstanding design freedom
- Intricate design options
- Superior thermoforming capabilities
- Easy cold bending
- Exceptional clarity

Clearly, Eastman Spectar™ copolyester's advantages make a display more durable, sustainable, and flexible.



## Savings Using Eastman Spectar™ Copolyester vs. Acrylic



The chart on the right shows the cost differential for producing and shipping this fixture.

	Spectar™	Acrylic	Cost Difference
Plastic material cost @ 6 lbs./part	\$ 9.90	\$ 6.90	\$ 3.0 (+43%)
Fabrication cost	5.20	7.80	-2.6 (-33%)
Packaging cost	1.16	2.92	-1.76 (-60%)
Subtotal	16.26	17.62	-1.36 (-8%)
Customer returns of damaged parts	0.16	3.17	-3.01 (-95%)
<b>TOTAL</b>	<b>\$ 16.42</b>	<b>\$ 20.79</b>	<b>\$ -4.37 (-21%)</b>

– Total savings with Spectar™ copolyester: \$4.37 per 6 lb. part or 21% total unit cost savings  
 – Additional \$.99 savings realized with 10% downgauged material



# Effortless Fabrication With Eastman Spectar™ Copolyester

Sheet of Spectar™ copolyester is versatile and easy to work with, making it ideally suited for use in demanding sheet applications. The toughness (impact strength) and durability of this innovative PETG resin allows downgauging. This translates to lower unit costs and reduced shipping costs as well as less breakage overall.

## Processing Benefits

- Eliminate surface whitening
- Reduce heat bend time by up to 25%
- Bond with UV curable adhesives for almost instant cure time
- Form clear, strong bonds with commercially available solvents and cements
- Vacuum form without pre-drying

## Thermoforming Advantages

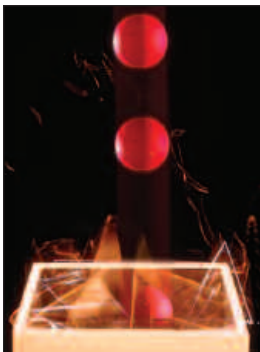
- Improve thermoforming cycle by up to 20%
- Gain a wider thermoforming temperature window
- Achieve deeper draws
- Attain uniform material distribution

## Fabricating Advantages

- Cold-bend without stress-whitening
- Guillotine/die-cut and laser cut
- Saw, route, and drill without chipping
- Weld by heat, friction, ultrasonic, or RF/HF
- Remove scratches with hot air gun
- Diamond polish
- Join by screws, rivets, bolts, or adhesives
- Screen print, paint, and hot-stamp



Eastman Spectar™ copolyester offers the deep-draw consistency required to maintain design integrity.



Glass and acrylic shatter on impact.



Spectar™ copolyester is impact resistant.

## Material Comparisons for the ISF and POP Market

### Properties and Attributes

	Spectar™ Copolyester <sup>1</sup>	IMA	Acrylic	PC	PS	PVC
GREENGUARD Certification	Yes	No	No	No	No	No
Impact Strength	●	○	○	●	○	○
See-Through Clarity	●	●	●	●	●	○
Edge Clarity	○	○	●	○	○	○
Heat Bending	●	○	○	○	○	●
Flexibility	○	●	○	○	○	○
Thermoforming (3D Designs)	●	○	○	○	○	○
Chemical Resistance	○	○	○	○	○	●
Minor Scratch Removal	○	○	○	○	○	○
Downgauging Possibilities	○	○	○	○	○	○

<sup>1</sup>Eastman Spectar™ copolyester resins sold as Spectar™ sheet from Spartech Plastics and as VIVAK sheet from Sheffield Plastics.

● Best    ○ Good    ○ Average    ○ Fair

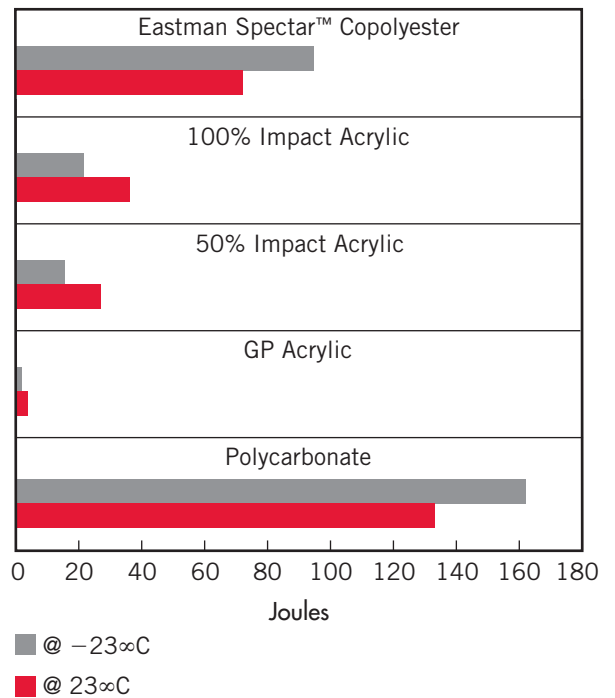
### Regulatory Compliance

- Compliant with FDA food-contact requirements
- F1 smoke rating, no hazardous fumes when burned
- Good flammability ratings
- GREENGUARD Certified
- Passed NFPA 286 fire test
- Passed ANSI 97.1 impact test



GREENGUARD Certification recognizes Eastman for manufacturing products with low chemical and particle emissions for better indoor environments.

### Dynatup “Dart” Impact Strength Standard 3mm Sheet



# Inspired Design

Eastman Spectar™ copolyester is the material of choice for designers looking to create cutting-edge designs for ISF and POP displays. From simple to complex, fixtures and displays made with sheet of Spectar™ brilliantly showcase products and superbly endure the rigors of the retail environment.

## Advantages

- Outstanding toughness allows downgauging, resulting in significant cost savings.
- Quality thermoformability produces depth, definition, and uniform material distribution.
- Superior chemical resistance allows parts to be cleaned without hazing and discoloration.

## Creative Designs

- Clear or green-edge look of glass
- Standard colors and color matching
- Woodgrain
- Textures
- Mirrorized
- Frosted or matte

## Design Site

The eZone is intended to enlighten, evoke, and empower designers with the Freedom to Create™ in the retail world. Visit the eZone at [www.eastmaneZone.com](http://www.eastmaneZone.com) and discover how Eastman™ materials are making a difference.

Spectar™ copolyester is used in a wide range of fixtures and POP displays for creative impact.





Let your imagination run free with the **Freedom to Create™** that sheet made of **Eastman Spectar™ copolyester** offers for ISF and POP displays.

Contact Eastman at 1-800-327-8626, Ext. 5408 or [spectar@eastman.com](mailto:spectar@eastman.com) or visit us at [www.eastman.com/displays](http://www.eastman.com/displays) to learn how we can help you develop alluring displays and in-store fixtures.



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Explore the eZone. Envision a retail world  
where the impossible is now possible at  
[www.EastmaneZone.com](http://www.EastmaneZone.com).

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