

**Freedom to Create<sup>TM</sup>**  
**in the Retail World with Eastman Spectar<sup>TM</sup> Copolyester**



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 the Retail World with Eastman Spectar™ Copolyester

Spectar™ copolyester is Eastman's premier product for creating durable, sustainable, and flexible in-store fixtures and point-of-purchase displays. The clear advantages of Spectar™ copolyester enable effortless fabrication and inspired design. The PETG material of choice for distinctive displays at a lower overall cost is Spectar™ copolyester.

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

Draped like fabric, clear panels made of Eastman Spectar™ copolyester entice shoppers up the spectacular staircase landscape at La Maison Unique Longchamp in New York City.



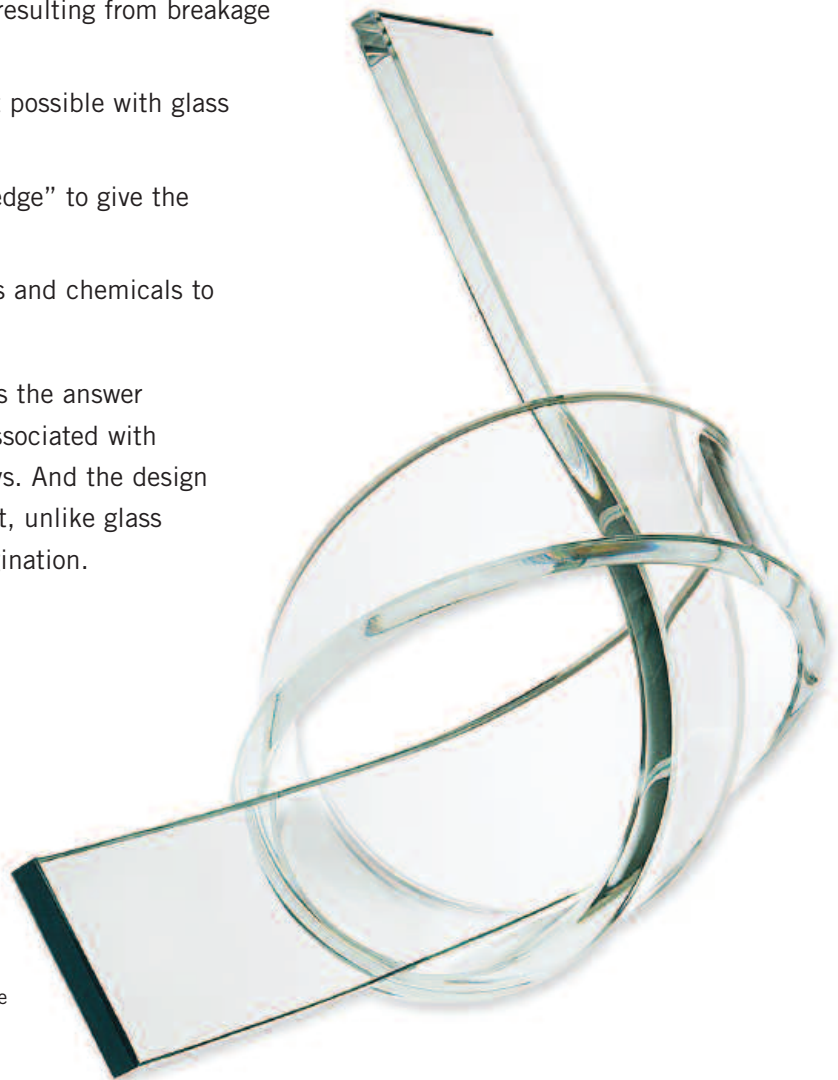
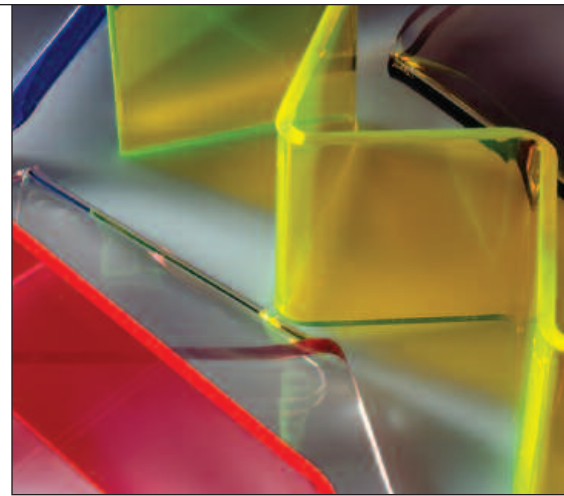
Looking for fixtures and displays with visual appeal that are long lasting, easy to clean, and reusable? Tired of breakage and costs associated with glass and acrylic store fixtures in high-traffic areas? Frustrated with replacing broken units for high-turnover products?

Then check out PETG sheet made from Eastman Spectar™ copolyester for displays that clearly showcase products and withstand the challenges of an active retail environment!

- Tough enough to survive customer abuse and high-turnover products
- Durable to reduce the need for replacement parts
- Impact resistant to reduce returns resulting from breakage during shipping and installation
- Flexible to allow unique shapes not possible with glass and acrylic
- Optically clear, colored, or “green edge” to give the look of glass
- Resistant to most common cleaners and chemicals to prevent discoloration

Sheet made from Spectar™ copolyester is the answer to concerns about breakage and costs associated with glass or acrylic store fixtures and displays. And the design possibilities with PETG copolyester sheet, unlike glass and acrylic, are limited only by the imagination.

The green-edge look of glass and sparkling clarity of sheet made from Eastman Spectar™ copolyester, combined with its flexibility, enable innovative and eye-catching designs.



# How Eastman Spectar™ Copolyester Exceeds Performance Expectations

Spectar™ copolyester . . . a truly tough, brilliantly clear PETG copolyester sheet material for in-store fixtures and displays that exceeds performance expectations in the retail world.

## Durability

More durable than acrylic and less expensive than polycarbonate, Spectar™ copolyester is a hard-wearing PETG sheet material. The incredible impact resistance of Spectar™ minimizes safety and liability concerns associated with broken displays and fixtures on a busy retail floor. Up to 10 times tougher than acrylic and impact-modified acrylic sheet, Spectar™ copolyester provides excellent resistance to breakage during shipping, installation, and relocation.

From simple, glass-like shelves to elaborate designs that enhance the retail environment, the features of Eastman Spectar™ copolyester give you the Freedom to Create™.



## Sustainability

Manufactured with a concern for the environment, Eastman Spectar™ copolyester is halogen-free and GREENGUARD Certified. And it's cleared for use in food-contact applications by the FDA. The toughness of Spectar™ allows downgauging of material and reduces the need for replacement parts, which means less plastic in the environment.

## Flexibility

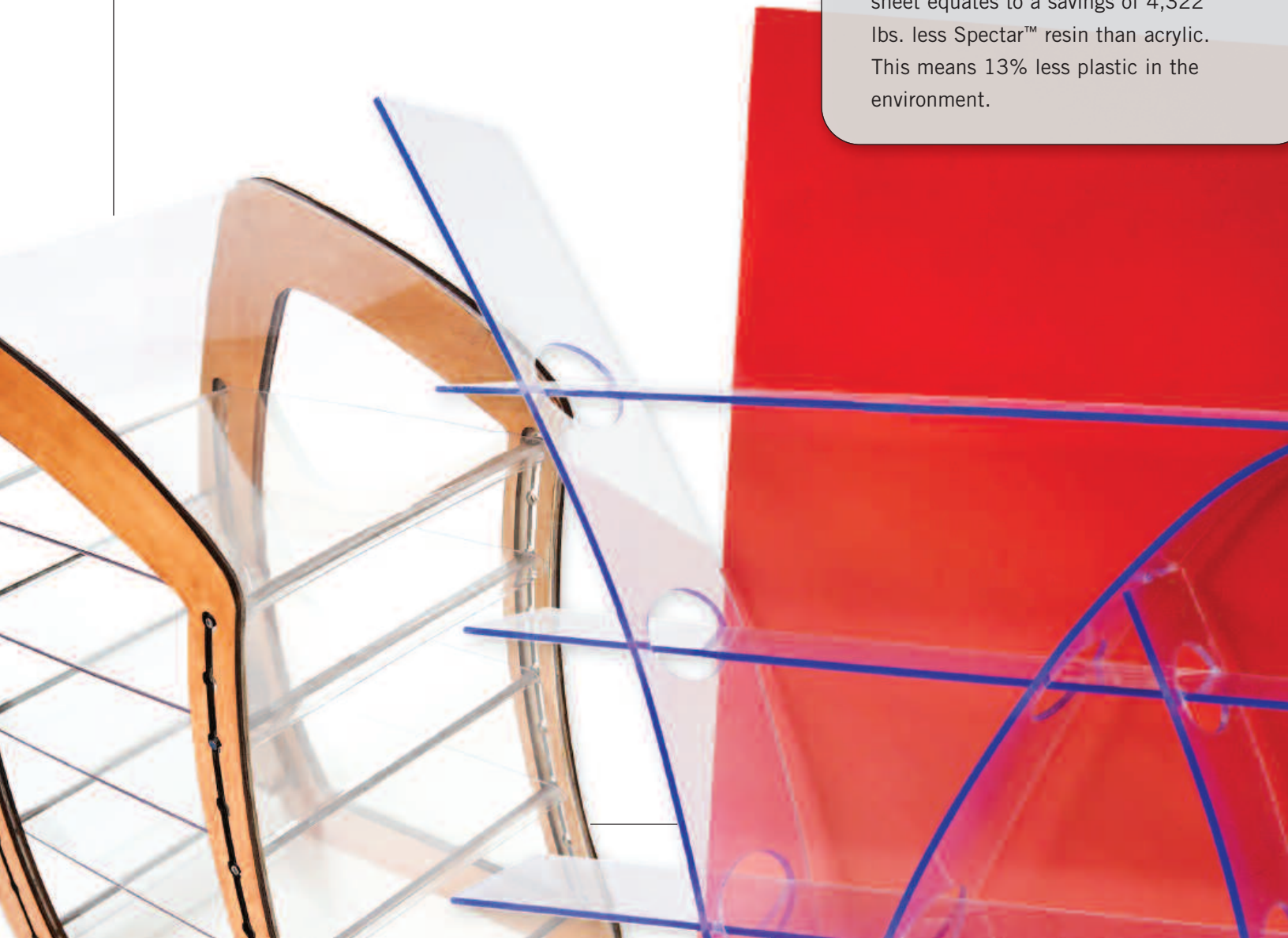
Sheet made of Spectar™ copolyester has all the beauty of glass with fewer limitations. The striking clarity of this PETG copolyester sheet material enables the diffusion of light for dazzling displays. The flexibility of Spectar™ enables designers to create intricate yet functional designs that attract customers.



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

### DID YOU KNOW?

The toughness of Eastman Spectar™ copolyester enables sheet of Spectar™ to be downgauged and remain more durable than acrylic. Downgauging sheet of Spectar™ by 20% and covering a football field with 3mm of plastic sheet equates to a savings of 4,322 lbs. less Spectar™ resin than acrylic. This means 13% less plastic in the environment.



# Tower of Strength

## An Eastman Spectar™ Copolyester Success Story

### The Challenge

When LD Plastics and Displays of Brockton, MA, was looking for a material to create a rotating floor sunglass tower (17¾" x 66") for a major retail chain, it turned to PETG frost sheet made from Spectar™ copolyester.

"The client's existing tower was weak and lightweight," says Normand Dufour, operations vice president for LD Plastics & Displays. "Their aim was to have something that could safely stand in a high-traffic area, displaying big, heavy sunglasses." LD also wanted a display with a frost finish to hide fingerprints and scratches.

### The Solution

The sunglass tower demonstrates the durability and flexibility that can be achieved with sheet of Spectar™. It's also a "poster child" for how the material can be bonded, die punched, and bent. "It's the best bending material by far," Dufour adds.

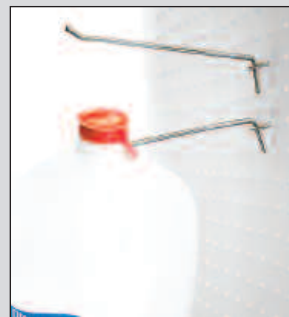
### The Result

The tower was placed in a store to test its toughness. Dufour says, "They banged it. They whacked it. It met all their needs—strength, appearance, and frosted effect."

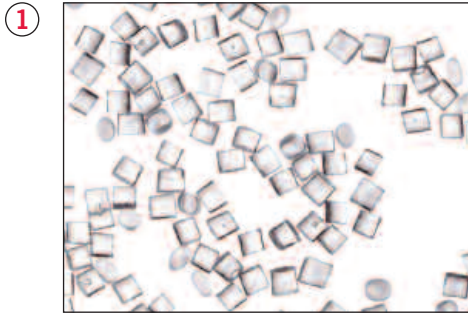


### HOW TOUGH IS SHEET MADE FROM SPECTAR™?

Well, Dufour recently conducted a little experiment with a pegboard tower made with Spectar™. He placed a one-gallon water jug on a metal peg attached to the unit. Despite holding a dead weight of more than 8 pounds, there was no deflection or cracking of the material. Sadly, the same cannot be said of the metal peg.



# How Eastman Spectar™ Copolyester Gives You the Freedom to Create™



① Eastman manufactures Spectar™ copolyester resin pellets.



② Spectar™ resin pellets are extruded into PETG copolyester sheet.



③ PETG copolyester sheet made of Spectar™ copolyester is fabricated.



④ Finished display is shipped to the retailer.

Discover how sheet made of **Eastman Spectar™ copolyester** empowers you with the **Freedom to Create™** in the retail world. Call Eastman today or visit us at [www.eastman.com/displays](http://www.eastman.com/displays).

See how designers are inspired—explore [www.EastmanZone.com](http://www.EastmanZone.com).

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