

Eastman Grows Tritan™ Business by Engaging the Whole Value Chain System

April 24, 2016, Shanghai – Eastman Chemical, a world-leading specialty chemical company, introduced its business strategy of engaging the whole value-chain to grow volume of Eastman Tritan™ copolyester on Media Day at Chinaplas 2016. Eastman Tritan™ copolyester is a new generation of copolyester introduced by Eastman in 2007. Since its launch, it has become one of Eastman’s most successful materials known for excellent clarity, high toughness, superior chemical resistance, easy processing and design flexibility. In addition, Tritan is a BPA-free material which can be widely applied to food contact consumer products, such as water bottles, baby bottles, housewares and small appliances. They have been well-received by consumers for years.

“Tritan has been winning acknowledgement in the past years, the secret of which lies in our continuous efforts to seek win-win cooperation with partners across the whole value chain, including designers, molders, distributors, brand owners, retailers, and even consumers. Through close collaboration, we work to meet partners’ expectations, making them understand the value of Tritan so as to promote a wider application of Tritan,” said Mr. Randy S. Beavers--regional business director, Asia Pacific and global sales director of Eastman Specialty Plastics.

At the press conference, Eastman also detailed its strategies as follows:

To Molders: Apart from regular technical support, Eastman also offers dryer audits, molding trials, mold flow analysis and final product testing. It developed a multi-lingual platform ‘Tritanmoldit’, providing online technical assistance to customers around the world.

To Designers: Eastman would provide material recommendations and work together with them to review product design. Meanwhile, the launch of Eastman Innovation Lab serves as a good source of inspiration for designers with abundant innovative cases.

To Brand Owners who have direct influence on consumers, Eastman offers an all-round assistance from product design, development and testing to marketing and branding. The aim is to achieve win-win outcome by leveraging influence of brand owners on communicating the value of Tritan to consumers.

“A good case in point is our newly-established strategic cooperation with Midea.” Randy explained, “Within the framework of the cooperation, Midea has been licensed to use Tritan as a trade mark in small appliances. Midea will apply Tritan to its newly-launched premium high speed blenders and slow juicers. Through introducing Tritan and working with Eastman, Midea guides consumers to opt for a healthier and more environment-friendly lifestyle so as to strengthen its leadership in materials and technology in the small appliances. ”

“China’s 13th Five-year Plan will stimulate a new round of consumption and industrial upgrade. A strong pursuit of better living standard among the public will drive the demand for Tritan. We will keep on working with partners along the value chain and promoting China’s consumption and industrial upgrade in joint efforts.” Randy added