

Clearly Olympic Material . . .





DURASTAR
polymer

Inspiration:

Crystal clear, uniquely designed telescoping stadium seats for the Palasport Olimpico stadium in Torino, Italy—venue for the XX Olympic Winter Ice Hockey Games

Innovation:

DuraStar polymer

Motivation:

Brilliantly clear, yet strong enough to handle the rigors of thousands of fans, *DuraStar* polymer scored a big win with La Metaltecnica srl F.III Venelli, one of the leading producers of stadium seating for some of the most prestigious venues in Europe. *DuraStar* polymer's structural strength enabled molders **Adriano Lissoni Company** and **Siroplast** the flexibility to create two-piece seats with a telescopic back and single-piece seats. And as if that weren't impressive enough, the material had to resist chemicals and meet stringent fire regulations.

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MBS-354
June 2006

*Victoria's Secret dream
comes true . . .*



dream angels
divine

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EASTAR
copolyester



Inspiration:

Captivatingly clear, yet substantial vessel inspired by Victoria's Secret Dream Angels fragrance line

Innovation:

The Glass Polymer

Motivation:

Capturing the crystal clarity and substance of glass, but with the safety and design flexibility of plastic, *The Glass Polymer* is more than just a shatterproof glass alternative. It evokes a completely unique consumer experience with a character, feel, and warmth of its own. *The Glass Polymer* was also a dream come true for molder **Innoac Packaging Group, Kentucky, USA**. No other material delivered the consumer experience Victoria's Secret was looking for at cost that was equally as captivating as the package.

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June 2006

FOOD & BEVERAGE CONTAINERS

*Indian River comes to grips
with clarity . . .*



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EASTAR
copolyester



Inspiration:

Pure goodness you can see and taste in an easy-to-handle package

Innovation:

Eastar copolyester

Motivation:

Freshco, marketers of Indian River juices, sought to capture the attention and business of busy consumers with an eye-catching, yet functional alternative to dull, lifeless opaque containers. Their design: a completely clear bottle including a convenient handle. Freshco's first attempt succeeded in gaining consumer buy in, but the brand experience ended there. Consumers were quickly disappointed with the snap-in handle, and other clear materials affected the taste of the juice. That's when molder **CKS** turned to *Eastar* copolyester—clear, yet strong enough to enable a balanced, ergonomic handle in a 64-oz. container!

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MBS-356
June 2006

SPORTS & LEISURE

*Rock-and-roll
revolution . . .*



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TENITE
cellulosics

Inspiration:

Radical new look, incredible tone,
engaging ergonomics

Innovation:

Tenite cellulosics

Motivation:

Music enthusiasts and professional musicians can experience a revolutionary new electric guitar concept—the “open architecture” guitar. This award-winning concept allows an unlimited amount of customization, yet uncompromising world-class tone and playability.

Created from wood pulp, only *Tenite* could offer the resonance of conventional wooden guitars, but the design and manufacturing flexibility of plastic in shapes, colors, and styles never before possible . . . including a unique line of translucent colors. Tough for hard core rockers, yet gentle to the environment, *Tenite* is a 100% renewable resource that enabled up to 80% reduction in wood usage compared to conventional guitars.

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MBS-357
June 2006



*Clear choice
for safety and
savings . . .*

01924303
1800-32
64
100 mL Partial Fill
in 150 mL
PAB® Container

Sodium Chloride
Injection USP

Each mL contains:
Sodium Chloride USP 9 mg
Water for Injection USP qs
pH adjusted with Hydrochloric Acid NF
pH: 5.5 (4.5-7.0)
Calc. Osmolarity: 310 mOsmol/liter
Electrolytes (mEq/100 mL): Sodium 15.4; Chloride 15.4
Sterile, nonpyrogenic. Single dose container.
For intravenous use only. Use only if solution is clear
and container and seals are intact.
WARNING: Some additives may be incompatible.
Consult with pharmacist. When introducing additives,
use aseptic techniques. Mix thoroughly. Do not store.
Recommended Storage: Room temperature (25°C).
Avoid excessive heat. See Package Insert.

Rx only
In Canada distributed by:
B. Braun Medical Inc.
Vaughan, Ontario L4K 4T7

B | BRAUN

B. Braun Medical Inc.
Irvine, CA USA 92614-5895

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50
25
194-002-022



ECEL
elastomer

Inspiration:

Safety that's environmentally and budget friendly

Innovation:

Ecdel elastomer

Motivation:

For medical products innovator B. Braun, patient and practitioner safety takes priority—and so does meeting stringent environmental guidelines and cost controls.

Enter *Ecdel* . . . the clear PVC alternative that's not only autoclavable and tough, but also flexible over a broad temperature range. *Ecdel* represents the tough outer layer of B. Braun's innovative triple-layered *Excel IV* containers. Thanks to *Ecdel*, B. Braun can offer cost-sensitive medical facilities a 28%–48% weight reduction compared to comparable PVC containers and potentially substantial savings in waste disposal . . . not to mention 30 times less HCL emissions than alternatives.

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MBS-358
June 2006

FASHION

*Couture
on call . . .*

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TENITE
cellulosics



Inspiration:

The heart and soul of women everywhere

Innovation:

Tenite cellulosics

Motivation:

Few accessories delight a woman's soul like that of a handbag . . . well maybe matching shoes too. The handbag—functional, yet flattering—it conveys each woman's style and taste. So how do you design a bag that can do all that? For z becky brown, the answer is to let every woman create her own unique design.

But what material could handle all the possibilities, plus have a warm supple feel? *Tenite*—a material as unique as the designs. It's durable, yet brilliant and flexible to meet demanding design and manufacturing requirements. A renewable natural resource, *Tenite* is eco-friendly too.

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MBS-359
June 2006

COSMETICS & PERSONAL CARE

*Stirring the soul . . .
stimulating the senses*



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the **Glass** Polymer

Inspiration:

Incredibly irresistible packaging as an exciting new way to differentiate brands and boost business

Innovation:

The Glass Polymer

Motivation:

Until now, a captivating visual was the best way to stand out in the fiercely competitive cosmetics and personal care market. *Chocolatine*—a captivating package that imparts irresistible alluring scent—is an intricate jar made from *The Glass Polymer* with the injection blow molding expertise of **EJ Pack**. The complex design is exceptionally brilliant, exuding the substance of real glass. And here's the topper. A lid enveloped in Auracell®—a scented natural polymer developed by **Rotuba Extruders** to disperse complex fragrances. Auracell is made possible by *Tenite* cellulose plastic.

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MBS-360
June 2006

POINT-OF-PURCHASE

*Takes an impact
to make an impact . . .*



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SPECTAR
copolyester



Inspiration:

Displays that dazzle from development to destination and beyond

Innovation:

Spectar copolyester sheet

Motivation:

Would you introduce Colgate-Palmolive's new dental whitener with a display material that could yellow or crack?

Designer Antonio Carlos Valle and manufacturer Visão Criativa valued Colgate-Palmolive's business too much to use acrylic. Their choice? A material difference—*Spectar* sheet. It delivered brilliantly bold images and dazzling bright colors including pearly whites. But that's not all. The displays had incredible impact resistance, which made a big impact on Point-of-Purchase Advertising International (POPAI). They chose the displays from over 300 entries to be the winner of the POPAI Brazil award.

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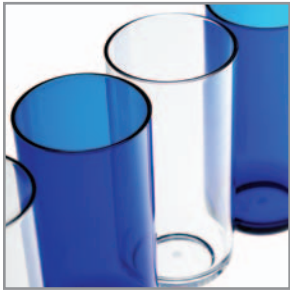
MBS-361
June 2006

HOUSEHOLD ITEMS

*High performance—
intransient beauty . . .*



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DURASTAR
polymer

Inspiration:

Elegance of crystal with the ease required by today's casual lifestyle

Innovation:

DuraStar polymer

Motivation:

Everyone appreciates the beauty and elegance of crystal. But for today's casual, on-the-go lifestyle, it's a bit too formal and requires more care and upkeep. Brazilian company KOS is transforming tableware, thanks to *DuraStar*. Its reassuring weight gives KOS's crystal clear line of carafes, drinking beakers, and tongs an ease and elegance all of its own . . .

*Attractive, impact-resistant tableware
that's dishwasher safe too.*

And perhaps the ultimate tribute to *DuraStar*—KOS calls their drinking mugs “glasses.”

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