

## **Barluxe Launches High-End Drinkware Line Made With Eastman Tritan Copolyester**

Eastman

Kingsport, Tenn., U.S.A. Nov. 3, 2011 To fill a void for durable drinkware with the weight, feel and clarity of glass for both the commercial and residential markets, BarLuxe introduces a high-end line of glasses made with Eastman Tritan" copolyester. Tritan was selected for its dishwasher durability and design flexibility. A new-generation copolyester, Tritan provides a balance of properties, including clarity and toughness, and is also free of bisphenol A (BPA).

Earlier this year, BarLuxe began using Eastman Tritan" copolyester to produce an uncompromised, luxury line of BPA-free drinkware that has the aesthetics and feel of real glass but the durability of plastic. The line includes three designs Pint, Vero and Hudson each with a heavy base that has the heft of glass.

The Pint has the shape and weight of real glass but without breakage issues. The Vero has rounded edges and a tapered design, which make the beverage ware ideal for stacking, requiring less storage space something that is particularly important for the commercial market. The Hudson is designed to have the feel of a traditional rocks or tall glass. Each of the Vero and Hudson glasses has a channel a y-shaped groove across the base that allows for optimal water drainage in the dishwasher.

BarLuxe wanted to achieve a premium feel to the new line of beverage ware to appeal to both the commercial and residential markets, and Eastman Tritan" copolyester fit the profile we were looking for, said Casey Matile, co-founder, BarLuxe. In the commercial market, owners and managers of bars, nightclubs, hotels, sporting venues and resorts were looking for eye-catching yet durable drinkware that could withstand the industry's washing and usage rigors. BarLuxe's drinkware line can easily translate into the residential market, for those looking for dishwasher-durable and aesthetically pleasing beverage ware.

We selected Eastman Tritan" copolyester because of its dishwasher durability, clarity and scratch resistance, and because it's free of BPA, Matile said. Previously, Matile had used polycarbonate in other drinkware products and experienced how the polymer breaks down and crazes over time.

The design flexibility of Tritan was an additional benefit, as the bases of the drinkware were designed to have the weight of glass.

By having representatives at BarLuxe's manufacturing site, Eastman Chemical Company has provided valuable expertise and technical support throughout the production process. They've gone above and beyond the call of duty, Matile said. They've been with us every step of the way.

BarLuxe's drinkware line made with Eastman Tritan" copolyester is available online

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at <http://barluxe.com>. With this new line of drinkware, BarLuxe has improved supply chain functions for its customers. The products clear packaging allows it to stand out from others, and the QR codes on the packaging make supply reordering simple and efficient.

### **About BarLuxe**

BarLuxes mission is to create an uncompromised premium line of unbreakable bisphenol A-free drinkware that has the aesthetics of real glass and the durability of plastic at a price point that is attractive to our customers. With the added benefit of Eastman Tritan" copolyester, the drinkware not only looks and feels superior to polycarbonate and acrylic glasses, but outperforms them, as well.

For more information, visit <http://barluxe.com> [1].

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[1] <http://barluxe.com/>

[2] [http://www.eastman.com/Company/News\\_Center/2011/Pages/Barluxe\\_Launches\\_High\\_End\\_Drinkware\\_Line\\_Made\\_With\\_Eastman\\_Tritan\\_Copolyester.aspx](http://www.eastman.com/Company/News_Center/2011/Pages/Barluxe_Launches_High_End_Drinkware_Line_Made_With_Eastman_Tritan_Copolyester.aspx)