Barluxe Launches Luxury Drinkware Line Made with Eastman Tritan™ Copolyester

Eastman

Tritan Provides Dishwasher Durability, Design Flexibility to New Line of Commercial and Residential Drinkware

Kingsport, Tenn., USA Nov. 8, 2011 To fill a void for durable drinkware with the weight, feel and clarity of glass for both the commercial and residential markets, BarLuxe [1] introduces a high-end line of glasses made with Eastman Tritan" copolyester [2]. 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 collections Pint [3], Vero [4] and Hudson [5] 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. Its secure fit with a cocktail shaker make the Pint the perfect mixing glass. The Vero collection has rounded edges and a tapered design, which make the beverageware ideal for stacking, requiring less storage space something that is particularly important for the commercial market. The Hudson collection 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. Additional designs made with Eastman Tritan" copolyester are currently in development.

BarLuxe wanted to achieve a premium feel to the new line of beverageware 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 industrys washing and usage rigors. BarLuxes drinkware line can easily translate into the residential market, for those looking for dishwasher-durable and aesthetically pleasing beverageware.

Everyone has multiple glasses including everyday beverageware, mismatched plastic cups and special occasion glasses around the house for different uses, each with drawbacks. A set of BarLuxe glasses can replace all of these, Matile said. We selected Eastman Tritan" copolyester because of its dishwasher durability and clarity and because its free of BPA.

Previously, Matile had used polycarbonate in other drinkware products and experienced how the polymer breaks down and crazes over time. The design flexibility of Eastman Tritan" copolyester was an additional benefit, as the bases of the drinkware were designed to have the weight of glass.

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

BarLuxes drinkware line made with Eastman Tritan" copolyester is available online at http://barluxe.com [1]. With this new line of drinkware, BarLuxe has also improved supply chain functions for its customers. A streamlined website that includes quick reorder links and QR codes on the packaging make reordering simple and efficient.

For more information about Eastman Tritan" copolyester, visit www.tritantough.com [6].
For more information about BarLuxe, visit http://barluxe.com [1].

SOURCE [7]

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Links:
[1] http://barluxe.com/
[2] http://www.eastman.com/Brands/eastman_tritan/Pages/Overview.aspx
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