

Lenticular Industry Forms Lenstar.org
It's not just a kid's trinket in a candy

KINGSPORT, Tenn., Oct. 5, 2004 – Eastman Chemical Company has joined several key industry leaders in the lenticular plastics market to form Lenstar.org, an industry group that will serve designers, advertising agencies, brand owners and their printers with an interactive resource for information on the lenticular process. Lenticular technology creates the illusion of several special effects to include 3D and animated images on a 2D surface. Lenstar.org is dedicated to providing helpful information that will raise awareness of lenticular's benefits within the creative community. In addition to Eastman, members of Lenstar.org include, Pacur, Inc, Heidelberg Druckmaschinen AG, KBA-Koenig & Bauer AG, MAN Roland, Inc., Komori Corporation, Presstek, Inc., Sun Chemical Corporation, Flint Ink Corporation, Flipsigns, and Photo Illusion. Lenstar.org will be launching its highly-interactive Web site in the near future. The site will feature several examples of best marketing practices using lenticular technology.

"The lenticular process has come a long way since it was developed in the early 1900s," said Jorge Cortes, market manager at Eastman. "What started out as magic picture-shifting prizes that, as kids, we pulled out of popcorn candy boxes, is now being used by designers in mind-blowing advertising and marketing pieces. It's not a kid's trinket any more." Today's lenticular technology, combined with contemporary imaging and printing advancements, provide designers and printers with a special effects capability they've never had until now.

Headquartered in Kingsport, Tenn., Eastman Chemical Company (NYSE:EMN) manufactures and markets chemicals, fibers and plastics worldwide. The company has approximately 12,000 employees and had 2003 sales of US\$5.8 billion. For more information about Eastman and its products, visit www.eastman.com.

Editor's Note:

For a preview of the soon to be launched Lenstar.org web site, contact Peter Eschbach at (423) 229-6636 for a password.

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