



CAMELBAK® + **EASTMAN**

Revolutionizing Materials:

Teaming Up to Meet Consumer Demand for Sustainable Products



IHA
INTERNATIONAL
HOUSEWARE
ASSOCIATION
THE HOME AUTHORITY

IHA
THE HOME AUTHORITY | INTERNATIONAL
HOUSEWARES
ASSOCIATION



EASTMAN

Courtland Jenkins

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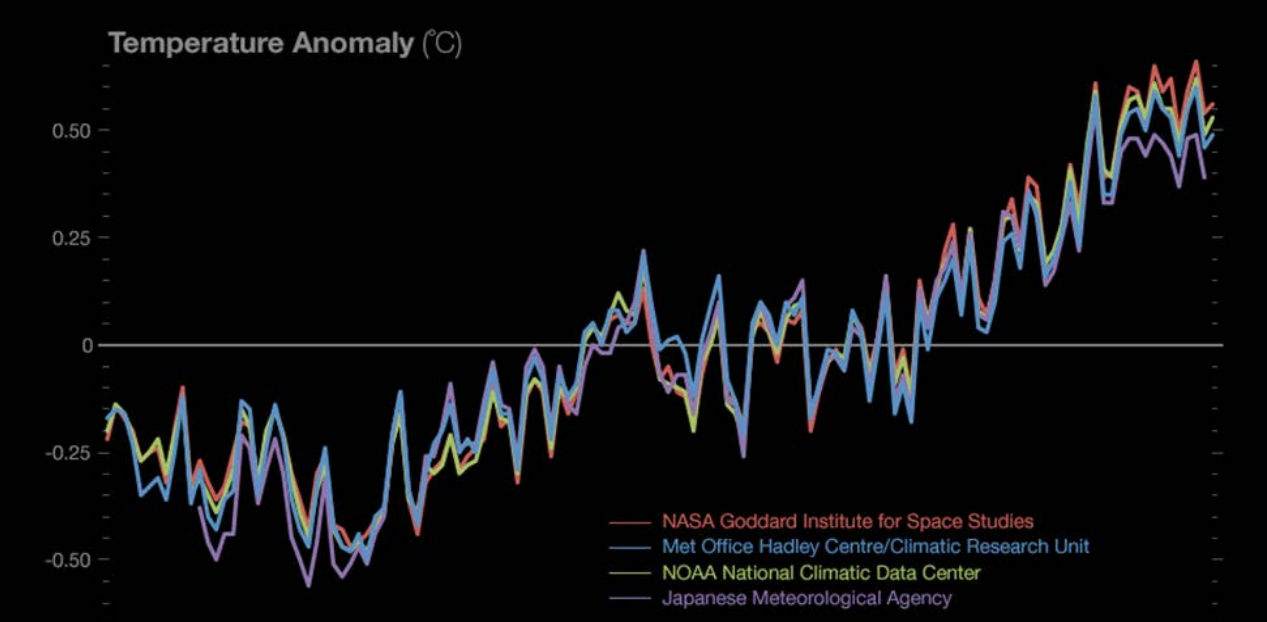


CAMELBAK®

Phil Notheis

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in



Our world faces a sustainability crisis.



Courtland Jenkins



EASTMAN

Eastman's strategy is to deliver the material innovation necessary to create a sustainable future



Reduce

Society must **reduce** consumption of its resources.

Requires individual consumption choices and innovating more efficient use of materials



Reuse

Articles and systems designed for **reuse** to keep materials in service as long as possible.

Requires new materials to be developed and selected.



Recycle

At the end of its useful life, material is considered a valuable feedstock, not waste.

Requires new technology to **recycle** this material into a new article with a new life.



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Circular economy

The only way to a sustainable future

Linear economy



Courtland Jenkins



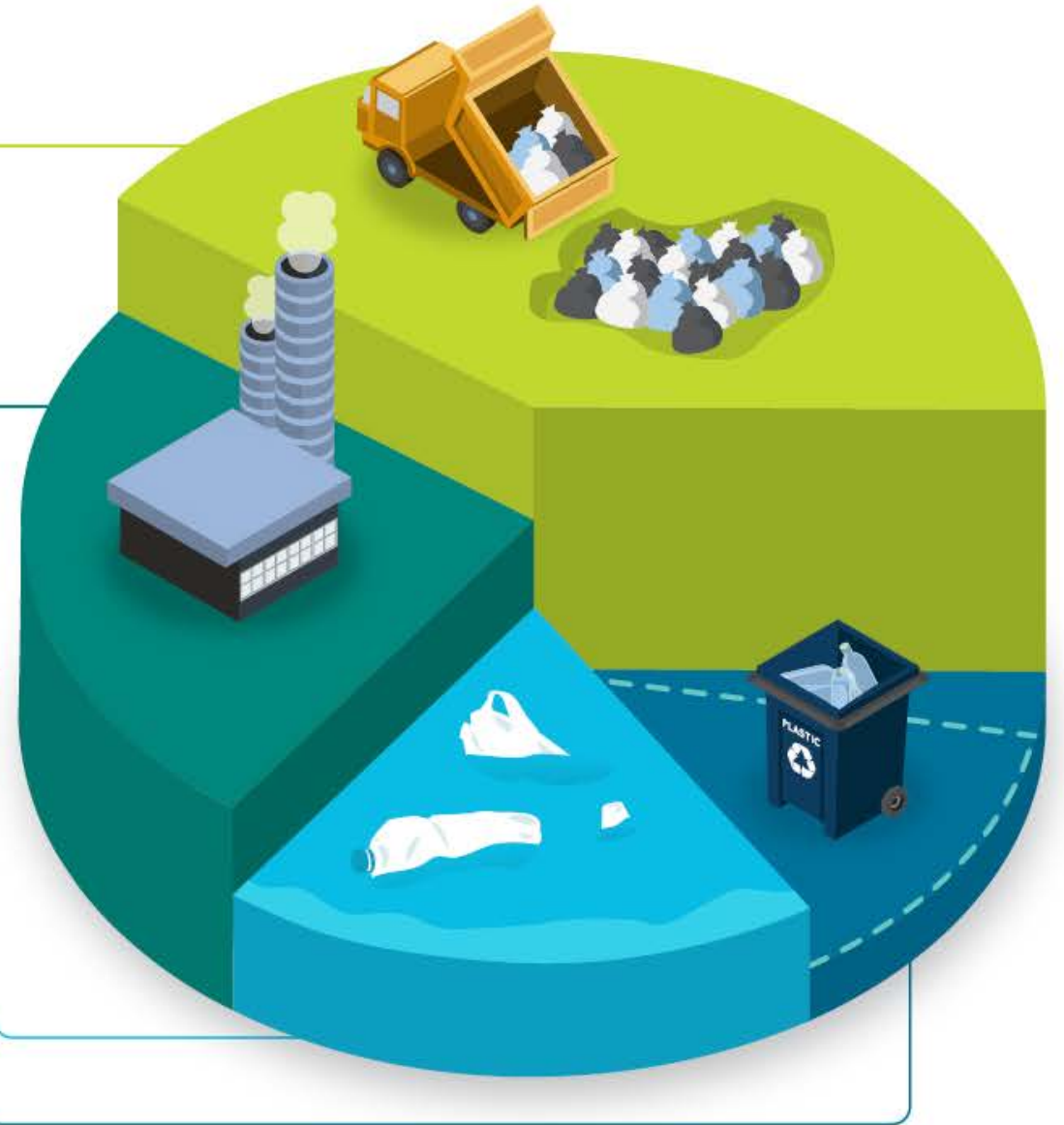
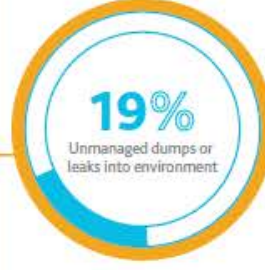
Opportunities going to waste

300 million metric tons
of plastics are produced globally



260 million metric tons
of plastics are disposed

Eastman Advanced Circular
Recycling technologies are
applicable to these types of waste



SOURCE: www.mckinsey.com/industries/chemicals/our-insights/how-plastics-waste-recycling-could-transform-the-chemical-industry



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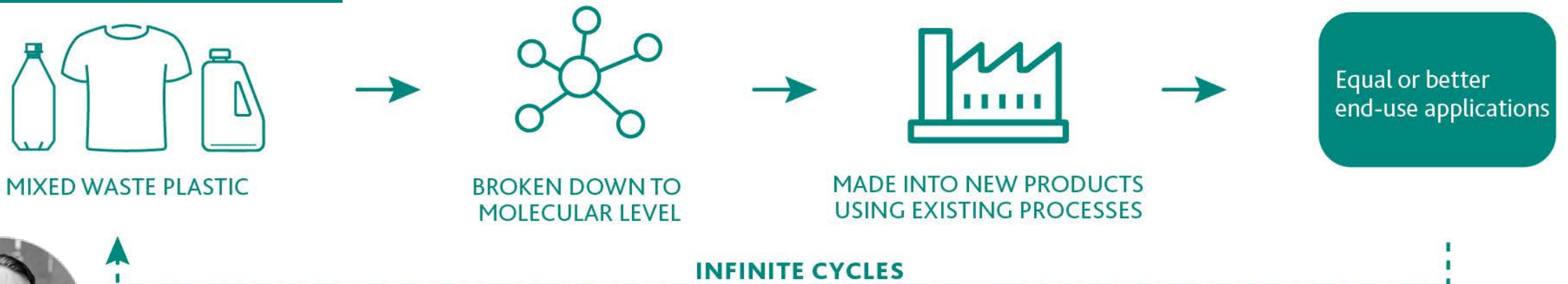
MECHANICAL AND MOLECULAR RECYCLING

EASTMAN

MECHANICAL RECYCLING



MOLECULAR RECYCLING



Vision for a sustainable future

Creating value from waste through **Eastman Advanced Circular Recycling technologies**

CARBON RENEWAL TECHNOLOGY

Converts complex waste

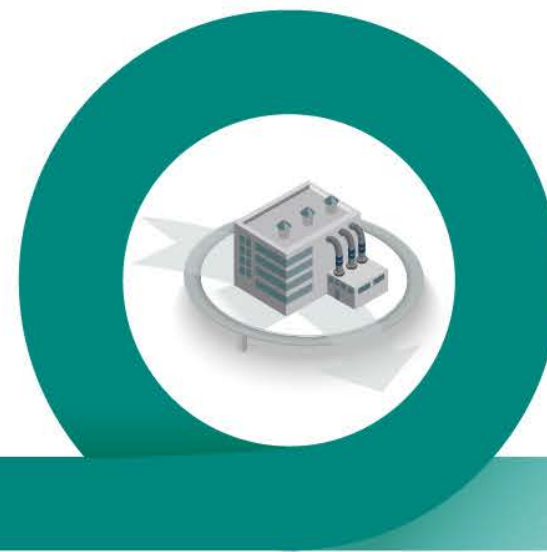


REFORMING

Operational today
20%–50% less GHG emissions

POLYESTER RENEWAL TECHNOLOGY

Converts polyester waste



GLYCOLYSIS

Operational today
20%–30% less GHG emissions
(2020 estimate)

METHANOLYSIS

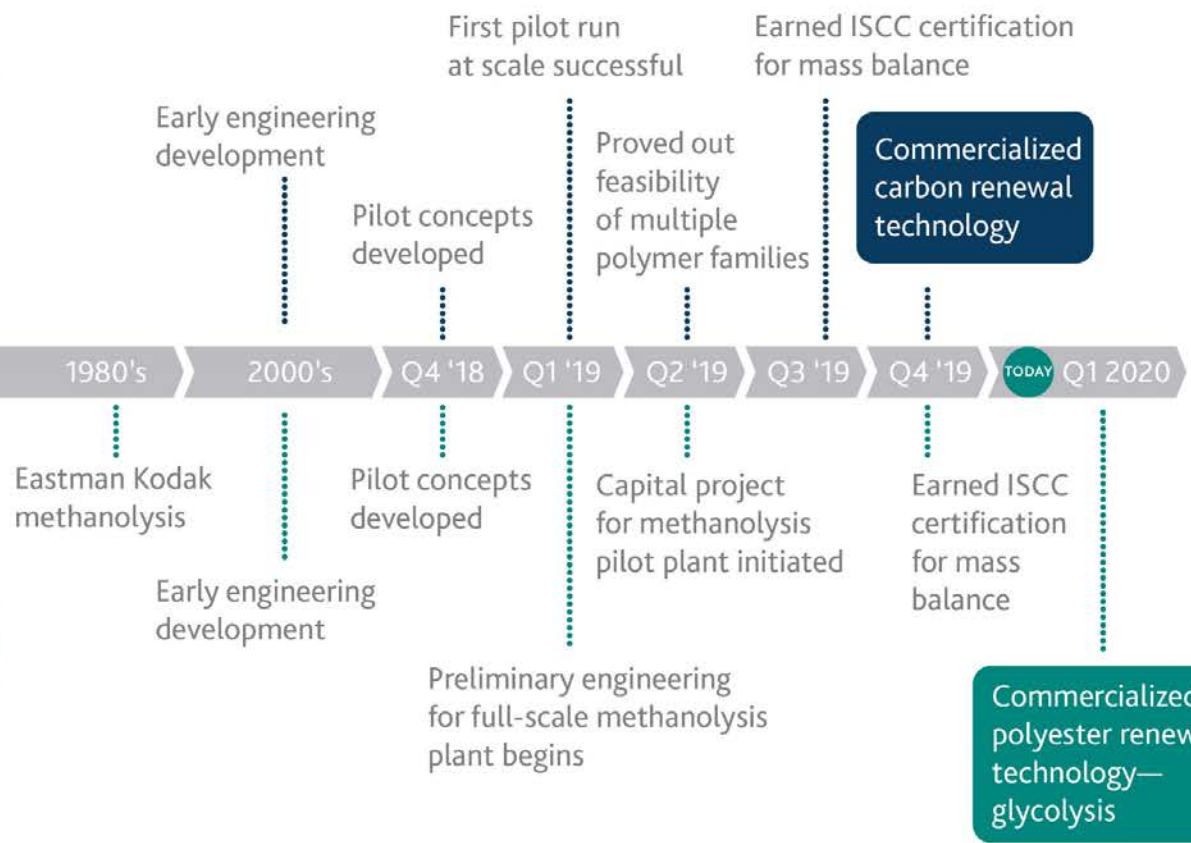
Operational by 2022
>30% less GHG emissions
(2020 estimate)



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Evolution of solutions

Creating value from waste through Eastman Advanced Circular Recycling technologies



2022-2027

- Methanolysis plant completion set for 2022
- Both will continue to scale up and dramatically divert waste from landfill



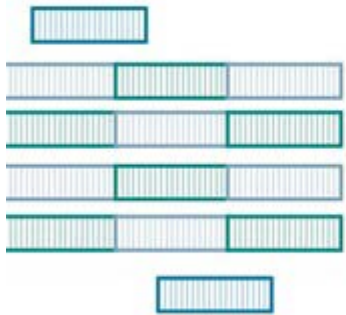
POLYESTER RENEWAL TECHNOLOGY (PRT)

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Enables recycled PET to be upgraded into specialty applications using existing facilities where mechanical recycling cannot be used..



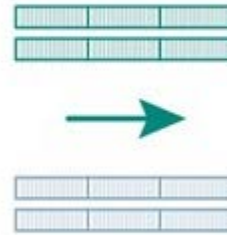
RECOVERED
POLYESTER



DEPOLYMERIZATION



EXISTING SPECIALTY
PLASTICS PRODUCTION



EASTMAN



Sustainability without Compromise.

The *same* tough, safe, BPA-free material you know and trust—but *renewed* thanks to Eastman’s innovative recycling technologies.

Right. Now.

Easily transition from traditional Tritan to offer up to *50% recycled* content using existing equipment to mold and process new sustainable products.



CERTIFIED
RECYCLED CONTENT*



CERTIFIED
RECYCLED CONTENT*



CLARITY



DURABILITY



SAFETY




STYLE



DISHWASHER
SAFE



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A teal water bottle with a black lid and a white straw stands on a mossy forest floor. Next to it is a small, clear plastic container filled with raspberries and blackberries. The background is a blurred forest scene with tall trees and dappled sunlight. The entire image has a teal overlay.

“Success requires significant individual effort but serious actors also acknowledge the necessity to work collectively to build new markets.”



A close-up, slightly blurred photograph of a person's arm and torso wearing a dark-colored CamelBak hydration pack. A bright blue hydration tube runs diagonally across the frame. The person is wearing a grey t-shirt. The background is out of focus, showing more of the pack and some outdoor gear.

SINCE 1989, CAMELBAK HAS
BEEN PIONEERING WAYS TO
QUENCH THE MOST BASIC
HUMAN NEED... THIRST

Who is CamelBak?

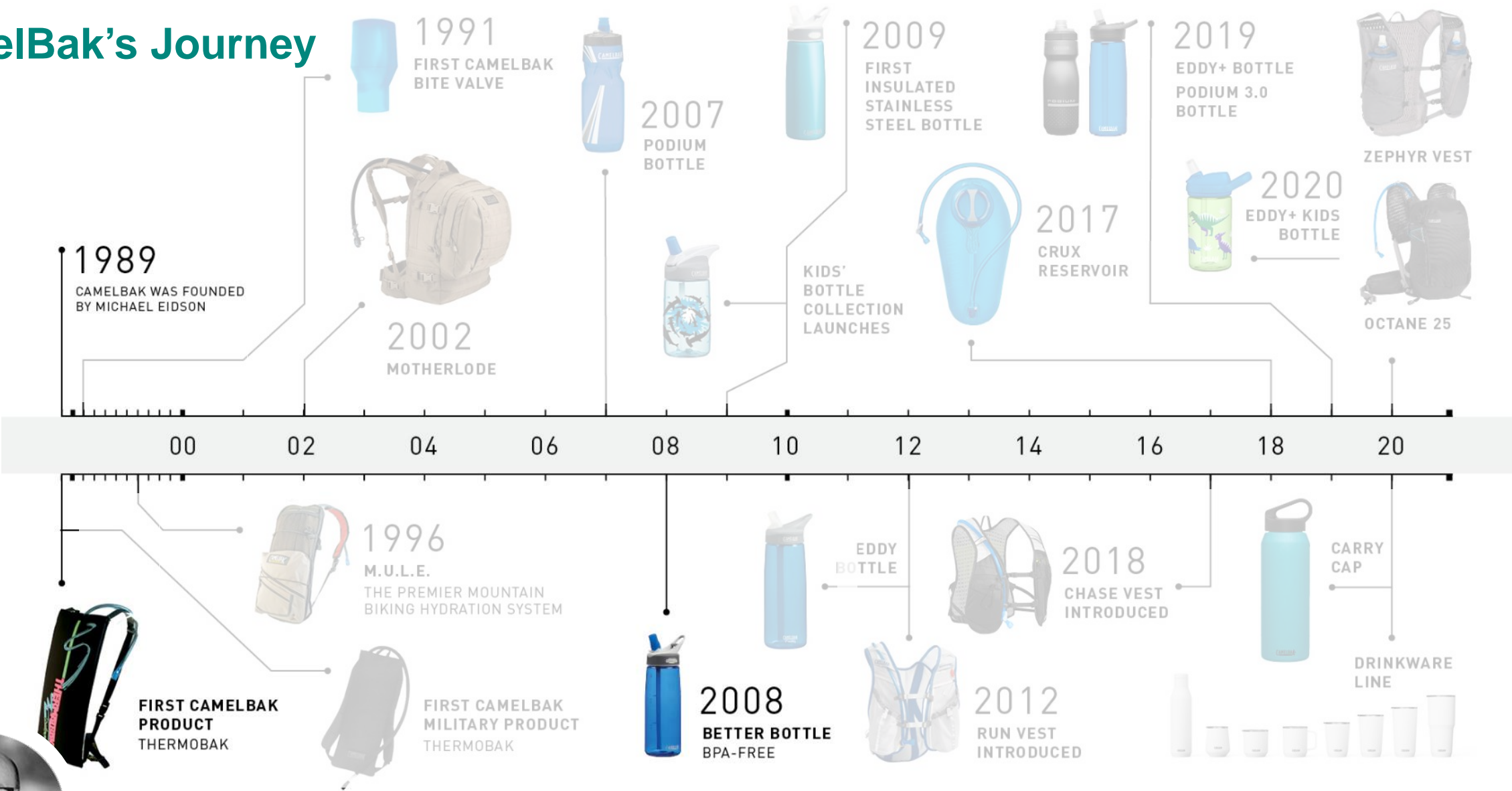
- 1 CamelBak is an outdoor lifestyle brand focused on hydration and carry solutions.
- 2 We will market our products to embody the interests, attitudes and values of our target consumers.
- 3 CamelBak will inspire, motivate, and empower our consumers to live an active lifestyle in the outdoors.



Phil Notheis



CamelBak's Journey



Phil Notheis



The CamelBak Consumer

DEMAND MORE PERFORMANCE & MORE RESPONSIBILITY



URBAN ACTIVES



ADVENTURERS



YOUNG ADVENTURERS



ATHLETES

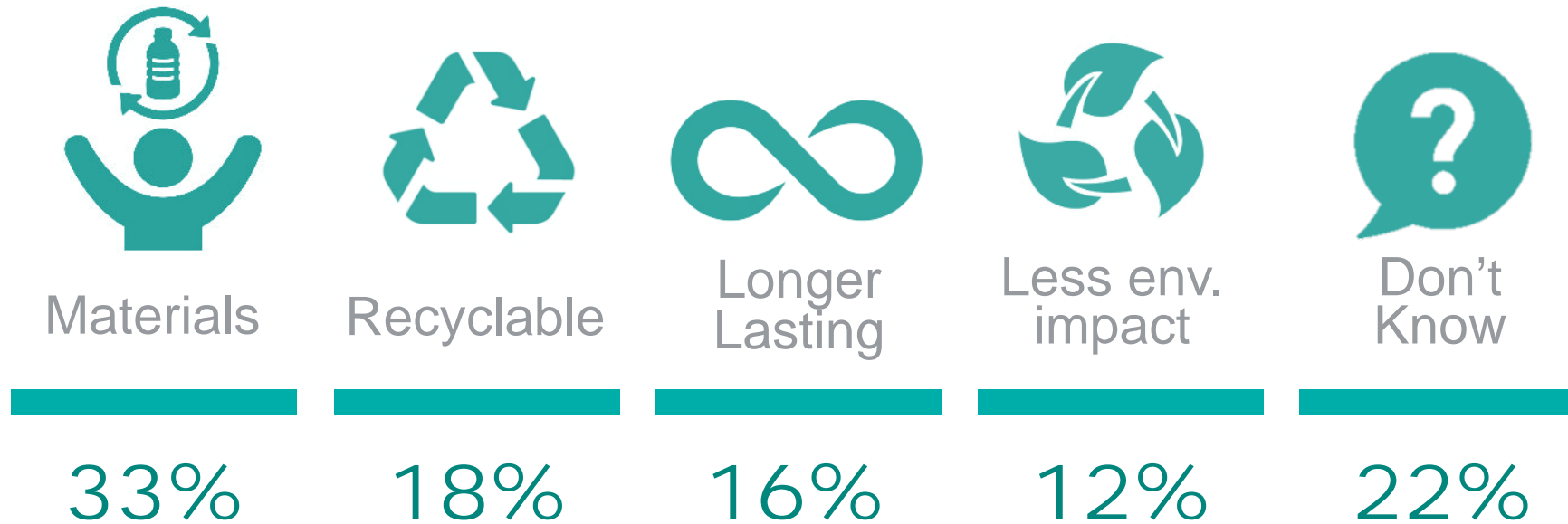


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Sustainable Expectations

What U.S. consumers believe would make reusable sport bottles more sustainable



Phil Notheis



Eastman 2020 U.S. Housewares Study

CAMELBAK®

Brand Impact

Reusable sport bottle brands using recycled plastics in their products...

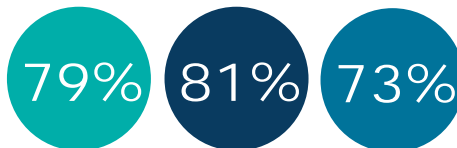
Are more trustworthy



Are brands I would be more loyal to



Care more about the environment



U.S. consumers



Stainless steel lovers



Plastic haters



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Eastman 2020 U.S. Housewares Study



REPURPOSE[®]

MADE WITH PURPOSE

SUSTAINABILITY STARTS WITH GOOD INTENTIONS

BY 2025, ALL CAMELBAK[®] PRODUCTS WILL BE DESIGNED TO REDUCE OUR CLIMATE IMPACT & CONTINUE TO BE MADE WITH THE SAFEST MATERIALS.

PRODUCT

OUR COMMITMENT TO CRAFT LONG-LASTING AND RESPONSIBLE PRODUCT IS ONGOING. WE WILL CONTINUALLY IMPROVE THE DESIGN AND MAKE OF OUR PRODUCTS BY UTILIZING SUSTAINABLE MATERIALS AND SMART MANUFACTURING PROCESSES WHEREVER POSSIBLE.

PEOPLE

WE WORK WITH INNOVATIVE PARTNERS AND FACTORIES THAT SHARE IN OUR COMMITMENT TO MANUFACTURE SUSTAINABLE PRODUCTS. THE GOAL IS NOT TO MAKE MORE, BUT TO DO MORE – WITH LESS.

PLANET

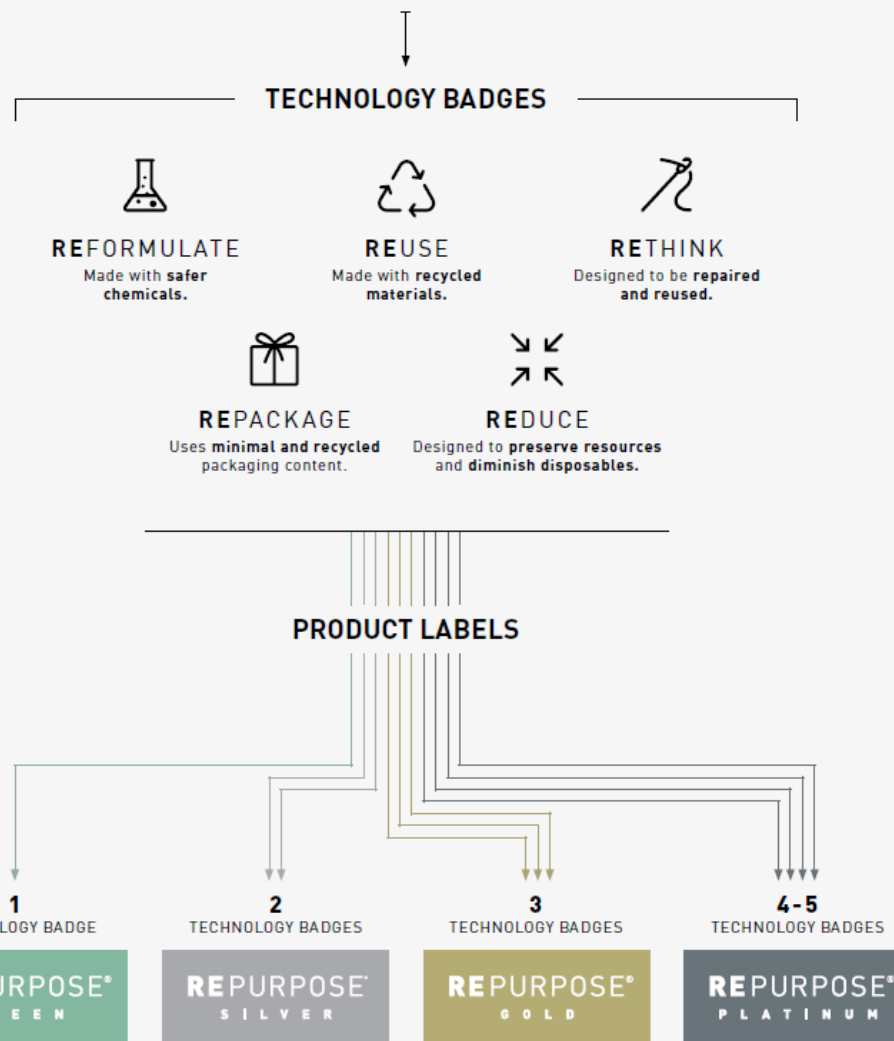
THE RESPONSIBILITY OF SUSTAINABILITY LIES WITH ALL OF US – MAKERS AND CONSUMERS. WHETHER THE PRODUCTS THAT WE CREATE OR THE FORWARD-THINKING COMMUNITY WE COLLABORATE WITH, CAMELBAK[®] IS COMMITTED TO DRIVING POSITIVE ENVIRONMENTAL CHANGE.



Phil Notheis

HOW DOES IT WORK?

REPURPOSE[®] REPRESENTS THOUGHTFUL DESIGNS AND CREATIVE SOLUTIONS FOR A MORE SUSTAINABLE LIFE. WE'RE COMMITTED TO CHOICES THAT MAKE A DIFFERENCE.



CAMELBAK[®]

tritan[∞] RENEW

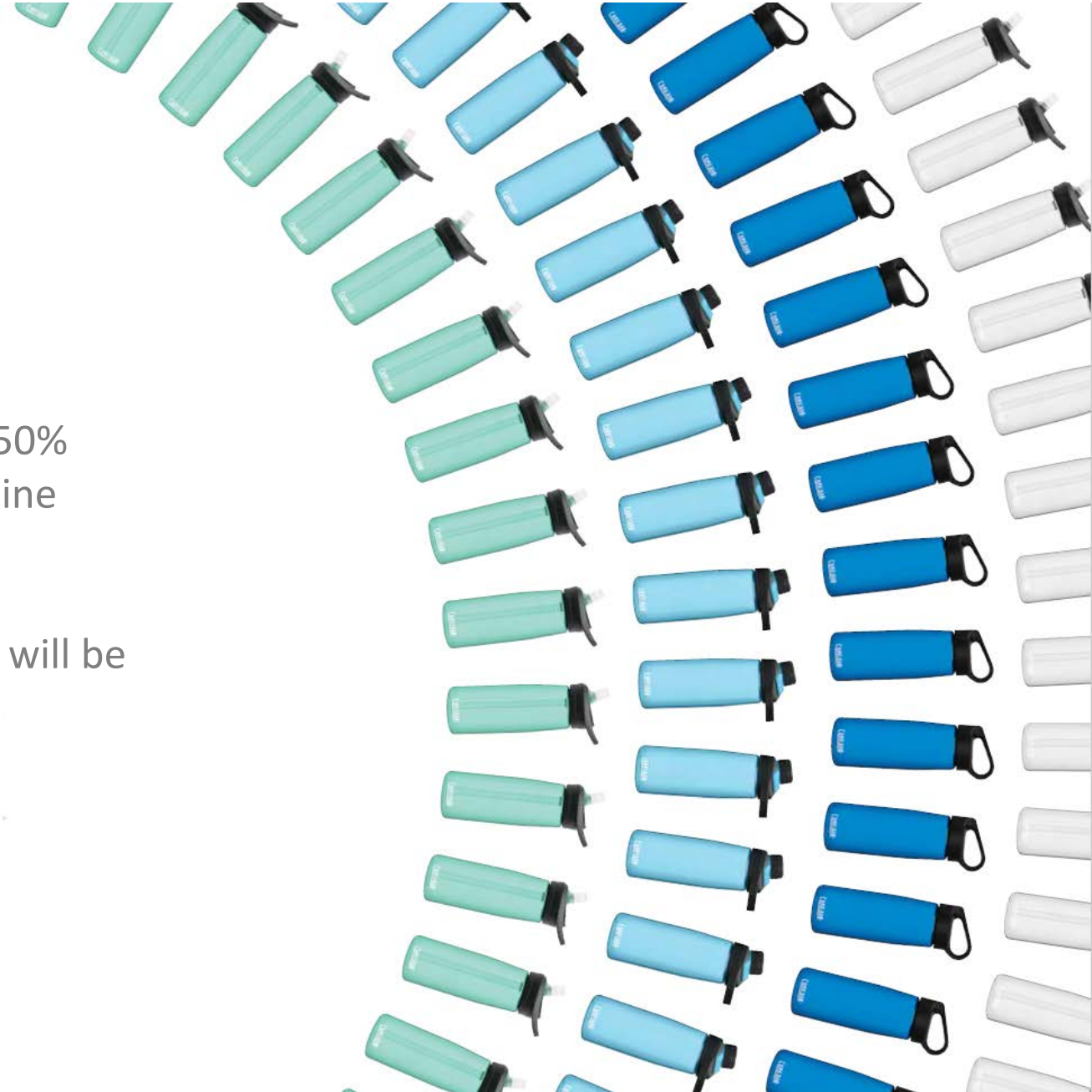
50% RECYCLED MATERIAL

CamelBak is very proud to introduce Tritan Renew 50% certified recycled content across our plastic bottle line starting in spring of 2021

It will be featured prominently across 12 styles and will be found at some of our best retail partners:



Phil Notheis





Market research has been very positive in support of Tritan Renew in the marketplace:

- 89% Viewed the change to a plastic bottle made from recycled content as very positive or positive. Only 10% were Neutral or Unsure, and 1% was negative.
- 76% Preferred that the packaging include the name and logo of Tritan Renew
- 87% Said it confirmed or improved their opinion of CamelBak for introducing Tritan Renew.



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CAMELBAK®

tritanTM RENEW

50% RECYCLED MATERIAL

In the spirit of transparency, consumers will have access to more information about CamelBak's sustainability program and measurements system, as well as deeper insights into Tritan Renew and PRT at Eastman.



BACK



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Polling Questions



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CAMELBAK® + EASTMAN

Thanks for
attending!



tritan™ RENEW

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Demand for Sustainable Products



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