



## Live Show

### Eastman Chemical Company

Copywriter: Anne Schwab

### Convention Show Script

Society of the Plastics Industry

Actors: Two 1920's Flappers

Title: **The Good, NEW days at Eastman**

Set: Flat of greenhouse covered with snow and various quotes and images of Eastman Chemical products.

PART ONE: Resins for Translucent or Transparent FRP Panels.

**Flapper One:** “Remember the good, old days—ice skating every winter on the lumpy pond behind grandmother’s house? Remember the fun and excitement of an afternoon snowball fight (actors toss a synthetic snowball at each other) until one year a misguided knuckleball shattered a window in Gram’s prized greenhouse?”

(Sound Effect: glass breaking)

**Flapper Two:** “Too bad Gram isn’t here today at the Good, *New Days* to learn how leading-edge fiberglass-reinforced panels from Eastman Chemical would have protected her greenhouse windows.”

**Flapper One:** “Our FRP panel resins, based on our

revolutionary intermediate NPG glycol, offer unparalleled hydrolytic stability, weatherability and enhanced light transmittance. For ultimate performance, NPG glycol is blended with another Eastman Chemical intermediate, DMCD.”

**Flapper Two:** “The result: panel resins that exhibit even higher resistance to thermal degradation, an important characteristic for solar collector covers.

Neither a greenhouse nor any other RP product line will ever be *snowed* by Eastman Chemical’s NPG glycol or DMCD!”

(Actors toss snowballs into the audience; end Part 1.)