



Environmentally-friendly plastic?
The seed has been planted.

 **Naturacell**[™]
a green polymer by rotuba

Naturacell™ is...

Electronic Accessories

Jewelry

Toys

Point-of-Purchase Displays

Tool and Toothbrush Handles

Hair Accessories

Pens

Automotive & Furniture Trim

Sporting Goods

SUSTAINABLE. It's derived primarily from renewable natural resources.

ATTAINABLE. It helps you meet green demands—without new tooling investments.

PRACTICAL. It's ideal for thousands of consumer products, and it's BPA- and phthalate-free.

PROVEN. It's made from Cellulose, a raw material that's been used in manufacturing for more than 50 years.



Reap the benefits of a truly “green” polymer.

Demand for environmentally sound plastics is growing fast. Many environmentally-friendly polymers, however, are unproven and problematic in processing.

Now, there's a clear alternative: Naturacell™, a green polymer from Rotuba. Naturacell is a durable, attractive, plant-based plastic that can be reprocessed and reused in most applications. Best of all, it works with your existing tooling. So you can incorporate it into your products right away.

- Tough impact strength
- Superior clarity and transparency
- High surface gloss
- Strong chemical resistance
- Warm to the touch
- BPA-and phthalate-free



EARTH FRIENDLY. MANUFACTURING READY.



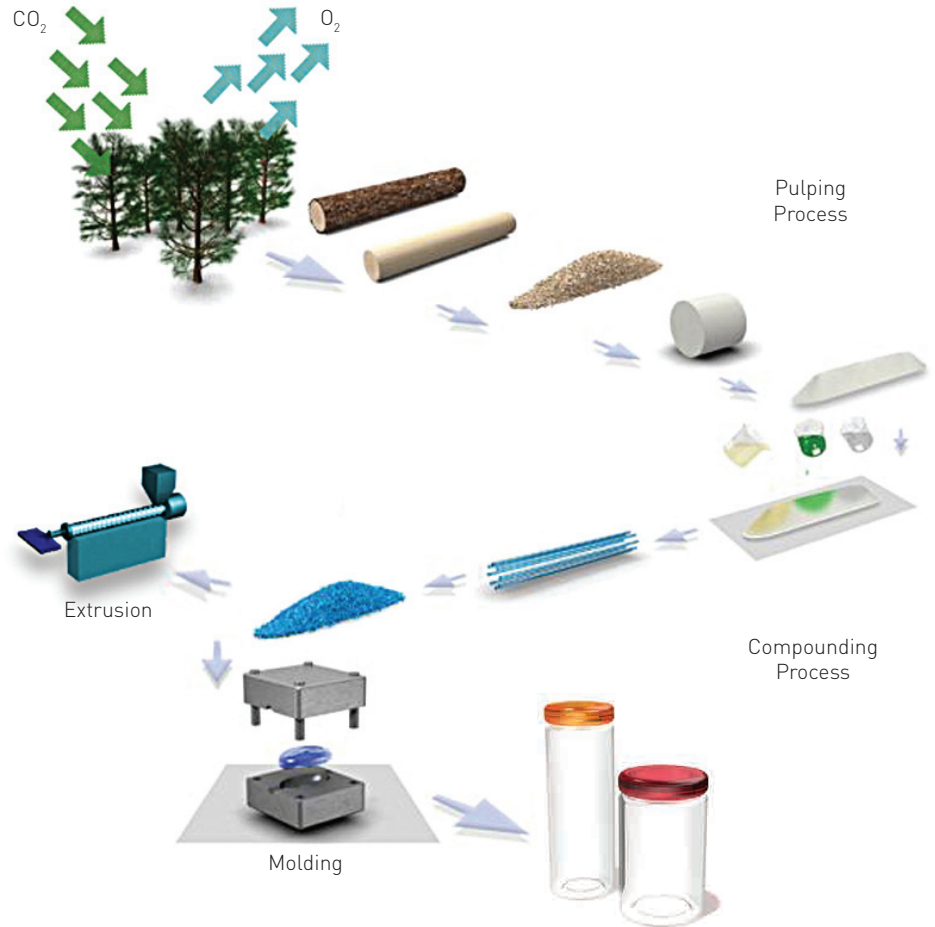
How Naturacell supports environmental initiatives.

INSIDE THE SUSTAINABLE CELLULOSE PROCESS.

Naturacell is derived primarily from sustainable natural resources: trees and cotton grown specifically for Cellulose production.

Very little byproduct is wasted during Cellulose conversion; the bark of the trees is used for fuel in the process.

The Cellulose is then purified and used as the base feedstock for Cellulose ester. This ester is compounded with sustainable, non-phthalate softening agents and other additives such as heavy-metal free stabilizers and pigments, to produce the finished cellulosic plastic—Naturacell.



Welcome to green that works.

BETTER FOR THE ENVIRONMENT. BETTER FOR YOUR BUSINESS. Want to quickly and affordably meet green demands?

Traditional bioresins such as corn-based plastics aren't the answer. They compete for raw material against food and ethanol. And without costly new equipment, they create manufacturing headaches due to heat sensitivity.

But Naturacell is Earth friendly and manufacturing ready:

- No special tooling
- No capital investments
- No processing problems
- No learning curve

So make Naturacell a part of your green commitment today. Visit www.NaturacellNow.com or call (908) 486-1000.





rotuba

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Mixed Sources
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recycled wood or fibre

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