

# Auracell & Tenite from Eastman



**Tenite pebbles (Above) developed for Eastman by The Brewery, London, showcase the sensory capabilities of cellulose, intense clarity, a finish that's glossy yet warm to the touch and the ability to encapsulate evocative fragrances.**

Auracell scented natural polymer is the brand name for scent-encapsulated cellulose. Rotuba has an exclusive licensing agreement with Eastman to market Auracell which is derived from Tenite cellulose and was launched in 2005. Designers are now re-discovering the excellent aesthetic, sensory appeal and environmental qualities of Tenite. Eastman's cellulose are derived from a renewable resource - the pulp of cottonwood trees from managed

forests. Tenite is a premium-priced material.

Cellulose - scented or unscented - lend themselves to applications that take advantage of their sensory capabilities, it's a material that really



handles well. It's tough, with excellent chemical resistance as demonstrated in its use in toothbrushes and eyeglass frames. It's also capable of delivering antimicrobials extremely effectively.

Cellulose are ideal for caps and closures but they lack the barrier properties required for most containers. The material also has excellent acoustic properties and has been successfully used in guitar manufacture.

From floral scents to those that evoke the senses and memories or relax and energise the body - there are thousands of potential fragrances which can be used in Auracell.





**Smart Source Shelf  
Talk POP Display  
with a Tropical smell**

Cellulosics have superior scent encapsulation and delivery properties because of their ability, through the action of air and moisture, to continuously release fragrance. Scents within cellulosics also have longevity. Rotuba has a moulded rose that still, after twenty years, smells like a rose. Rotuba works with Givaudan, who are renown for their expertise in fragrance creation, to deliver suitable scent and colour Auracell combinations for each application. The cost of Auracell scented natural polymer can vary widely depending on the cost of the fragrance encapsulated in the material. Cellulosics are available in intense or translucent colours and can be produced in rich variegated, marble and tortoiseshell-like colourways. They are extremely versatile being relatively easy to process and, typically, do not require special tooling. They can be injection moulded, extruded, made into sheet and film products. Secondary processing can also include polishing, painting, embossing and bonding onto other tactile materials like wood, copper or elastomers.

Tenite cellulosics are widely used in handle applications from screwdrivers to toothbrushes and eyeglass frames. Recent applications include RKS Guitars' award-winning open architecture guitar, customized purses from 'z becky brown' and the head of the Frankly Golf putter.

Since its 2005 introduction Auracell has been used in POP displays,

cosmetics and mobile phones, for example, LG Electronics white chocolate cell phone with a lavender scented keypad.

Other industries where Auracell could be used include; automotive and transport, components could maintain that 'new car' smell or the aroma of rich leather.

For gifts and jewellery, scents can be an extra USP, there is a high end scented costume jewellery range currently being developed.

Fragrant packaging to enhance the product within, could include cosmetic caps, closures and packaging film. There

are also promotional displays that use scent as an added enticement to the consumer to look at the products.

Toys could also benefit from using the product, for example a product might both look and smell like an apple thereby helping to enhance learning.

There is also the potential for home decorative accessories for the bathroom, bedroom or kitchen with appropriate fragrances.



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