Japanese company Arromic finds one success leading to another as its designers take the attributes of Eastman Tritan™ copolyester to a new dimension in product development. The company manufactures kitchenware and other houseware products and has used Tritan to create a new market of high-end clear shower heads for home and commercial use. Arromic’s latest product made with Tritan—a bug repellent, rice measuring cup—quite frankly takes the cake for unique kitchen products and multipurpose use.

**Say what?**
The brand is called Komebitsu Sensei (translated as "Professor Rice-Bits") and features an innovative product in which the rice bug repellent and rice measuring cup are combined. Targeted for use in the home kitchen, the bug repellent uses only natural herbs (red pepper, bamboo, nutmeg, garlic, cardamom, and Japanese basil) and is placed in a separate, replaceable cartridge. The clear measuring cup, made with Tritan copolyester, features a molded face of Arromic’s character "Professor Rice-Bits."

**Experience counts**
With the use of Tritan in its powerful, water-saving shower heads, Arromic touts the material’s excellent heat resistance, durability, safety, clarity, and quality appearance. From the success of this line, the company made an easy leap into the measuring cup product which called for the same material attributes. In addition, for food contact, Arromic designers liked that Tritan has high chemical resistance and is BPA-free.

**Cooperation: “key to success”**
"Innovation is about cooperation—a linkage among new ideas, new technology, and new materials," says Mr. Hirohiko Sato, Executive Director, Arromic Co., Ltd. “Tritan copolyester is a good and unique material, and with the 'cooperation' it has offered, Arromic has been able to make innovative breakthroughs. We hope to continue advancing with Eastman providing new materials that can support and lead to further innovative products."

_for more information on Eastman Tritan™ copolyester, visit www.eastman.com/tritan._
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