

Beauty marries durability

Ventev Innovations chooses Naturacell™ made from Eastman's Tenite™ cellulose for iPhone case.

When creating the Element iPhone case, Ventev Innovations wanted an advanced and technical look and to continue a sustainability theme like on its existing iPhone accessory products. The clear choice was Naturacell™, a durable plastic with superb clarity and a good sustainability story. Developed by Rotuba Extruders, Naturacell blends a natural-based plastic softener with Tenite™ cellulose derived from the pulp of softwood trees. Known for its toughness, Tenite also provides the smooth surface finish and precise design capabilities that enabled a thin case and snug fit. With the Element case, Ventev was one of the first to feature the beauty of the iconic iPhone design while offering the best protection from everyday use.

For more information on Tenite™ cellulose, visit www.eastman.com/tenite.



Ventev's clear, thin Element case made of Naturacell, derived from Tenite, features the beauty of the iPhone.



The results of insight™

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