

## Personalized and practical

*Z Becky Brown purse is made of Eastman's Tenite™ cellulosics.*

With designer sunglasses and sleek, fashionable phone cases being made from Tenite, the material is not new to the glamour world. Its visual appeal and limitless possibilities lead one only to wonder—what will designers think of next. Carolyn Whiting, designer of the Z Becky Brown collection, was inspired to create a customized purse that would allow the owner to encapsulate whatever takes her fancy, from fabrics to photographs to graphic designs. After looking at several plastics including acrylic and polycarbonate, Whiting chose Tenite, aka The Natural Polymer, because “it feels good, looks good, and it’s durable.” While the purse taps into one’s artistic expression and personal fancy, Whiting knew that its “outer skin” needed to be made from a material that is scratch-resistant and wouldn’t crack. While Z Becky Brown was created to play in the world of haute couture, it is also made to endure the hard knock life of a purse.

**For more information on Tenite™ cellulosics, visit [www.eastman.com/tenite](http://www.eastman.com/tenite).**



*The unique Z Becky Brown purse features customized artistic expression protected by Eastman Tenite.*



The results of insight™

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