

Best in the toolbox

Rotuba creates Naturacell™ using Eastman's Tenite™ cellulosics.

The durability of Tenite is best showcased by its use in screwdriver handles since the late 1930s. Though Tenite™ has also been used to produce consumer products such as toothbrushes, designer sunglasses, and other fashionable items, it remains the go-to material for safe and long-lasting use because of its excellent heat, chemical, and impact resistance. Rotuba Extruders Ltd., Linden, N.J., has taken Tenite a notch higher and added a natural-based plastic softener to produce Naturacell™—a durable plastic that can be reprocessed, recycled, and reused in most applications. Naturacell is easily molded and extruded and is suitable for secondary fabrication, including solvent polishing, cutting, cementing, drilling, vacuum forming, metalizing, and decorating. To demonstrate the superb clarity, toughness, chemical resistance, and smooth, comfortable feel of Naturacell, Rotuba offers designers a limited edition screwdriver with a handle made from the material. With the good feel of Naturacell, it may become the favorite—even beyond the toolbox.

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



Rotuba demonstrates the attributes of Naturacell, derived from Tenite, in its limited edition screwdriver.



The results of insight™

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