

## MARKETSHARE

Products made with Eastman innovation

**EASTMAN**

# Scent sells

*Rotary Pen's Snifty scented pens are made from Auracell™, derived from Eastman's Tenite™ cellulosics.*

It's no secret that scent evokes emotion, and the power of scent is effectively used in marketing to highlight product and generate brand awareness. Rotary Pen's line of Snifty scented pens takes branding to a new level with superior and longer-lasting scent. Instead of using scented ink, Snifty pens are scent encapsulated in the tip and grip with Auracell™, a cellulose-based polymer made from Tenite. Snifty's patented scent encapsulation technology was developed by Rotuba, an industry leader in custom compounding who found that cellulosics are ideally suited to carry long-lasting scent. Snifty pens are sold wholesale for school fundraising groups and business promotion as well as retail in novelty and toy stores.

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



*Snifty pens made with Auracell come in many flavors; its scent-encapsulating technology can incorporate nearly any scent imaginable, matched with color, to help create a memorable impression for consumers.*



The results of insight™

### **Eastman Chemical Company Corporate Headquarters**

P.O. Box 431  
Kingsport, TN 37662-5280 U.S.A.

Telephone:  
U.S.A. and Canada, 800-EASTMAN (800-327-8626)  
Other Locations, (1) 423-229-2000  
Fax: (1) 423-229-1193

### **Eastman Chemical Latin America**

9155 South Dadeland Blvd.  
Suite 1116  
Miami, FL 33156 U.S.A.

Telephone: (1) 305-671-2800  
Fax: (1) 305-671-2805

### **Eastman Chemical B.V.**

Fascinatio Boulevard 602-614  
2909 VA Capelle aan den IJssel  
The Netherlands

Telephone: (31) 10 2402 111  
Fax: (31) 10 2402 100

### **Eastman (Shanghai) Chemical Commercial Company, Ltd.**

Building C, No. 399 Shengxia Road,  
Pudong New District  
201210, Shanghai, P.R. China

Telephone: (86) 21 6120-8700  
Fax: (86) 21 5027-9229

### **Eastman Chemical Japan Ltd.**

MetLife Aoyama Building 5F  
2-11-16 Minami Aoyama  
Minato-ku, Tokyo 107-0062 Japan

Telephone: (81) 3-3475-9510  
Fax: (81) 3-3475-9515

### **Eastman Chemical Asia Pacific Pte. Ltd.**

9 North Buona Vista Drive  
#05-01 The Metropolis Tower 1  
Singapore 138588

Telephone: (65) 6831-3100  
Fax: (65) 6732-4930

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