

From practical to musical

RKS chooses Eastman's Tenite for contemporary guitar design.

The award-winning RKS electric guitar features the finest materials expected in a guitar designed for the connoisseur: rosewood fingerboard, a maple and alder core, aircraft aluminum ribs. But in a departure from convention, RKS Design replaced the traditional mahogany body with Eastman's Tenite™ cellulosic plastic. The combination of Tenite and an open architecture solid core creates a resonance that is sustained and spectacular, and the ergonomic design actually improves play, according to RKS president/CEO Ravi Sawhney. *Bloomberg Businessweek* has praised the bold, colorful guitar design calling it “the most radical change in electric guitars in almost 50 years.” Made from wood pulp, Tenite is the go-to choice for designers creating products that feel good to the touch— from screwdriver handles to wrap-around sunglasses, and now a classic musical instrument.

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



RKS Design uses Eastman Tenite in the body of its ergonomic guitar design.



The results of insight™

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