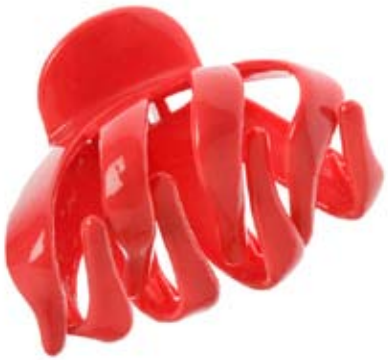
Scented Natural Polymer

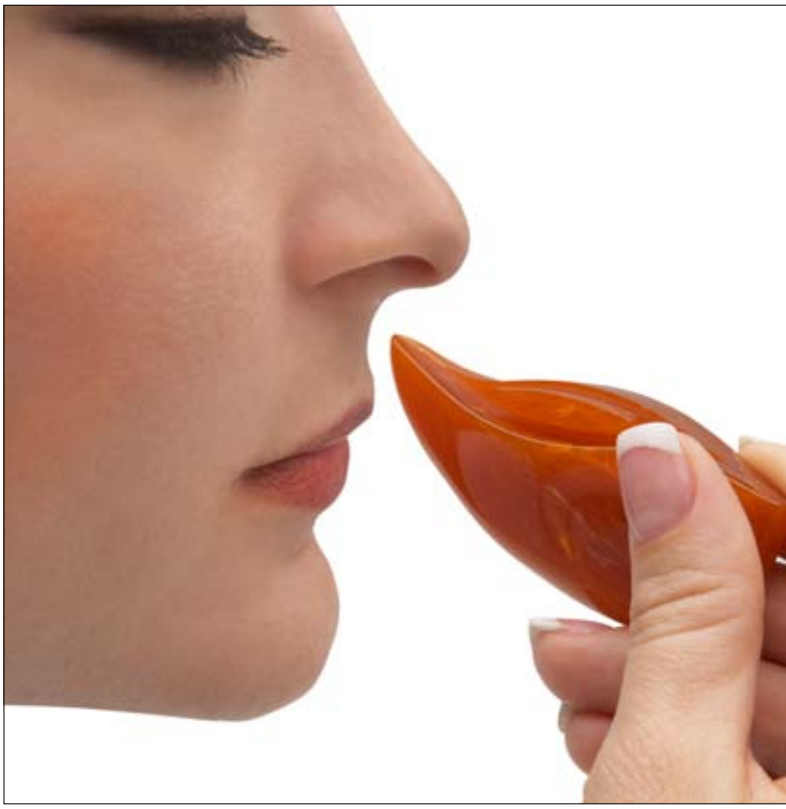
Extend the consumer experience using humans' most powerful sense

Existing Use: Delicious smelling jewelry for children makes "getting ready" fun!



Existing Use: Unique flair for hair: clips and headbands with refreshing scents.

Proposed Use: A mint-scented container for candies could be used to make your product stand out.



DETAILS

There is no way a picture can convey the enhanced sensory characteristics of the product being featured. The unique quality of this technology is its scent, which is impregnated into the plastic itself and is extremely long lasting.

The plastic material itself is cellulose based — derived from wood pulp — with the scent added into the granules themselves. The process for forming products is based mainly around injection molding, leaving the final product infused with the scent, which can be anything from leather to baked bread or even if you prefer a custom made scent.

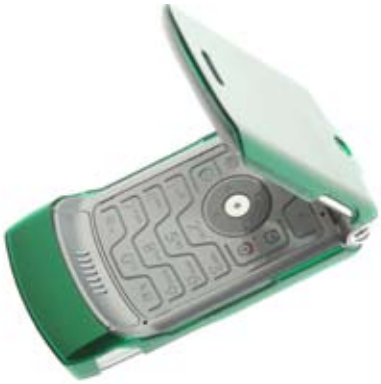
Unlike existing technologies for incorporating scent into plastics, in which products lose their scent fairly rapidly, this plastic can be used in all manner of applications without the scent's diminishing. These include lighting fixtures, air fresheners and mobile phone accessories. Consider developing scented pet toys or a children's game that incorporates scent — or even using the scent for a practical application, such as clothing hangers, bicycle insect repellents, nursery or hospital flooring or shoe odor neutralizers.

See the database (http://technology.inventables.com) for more details.

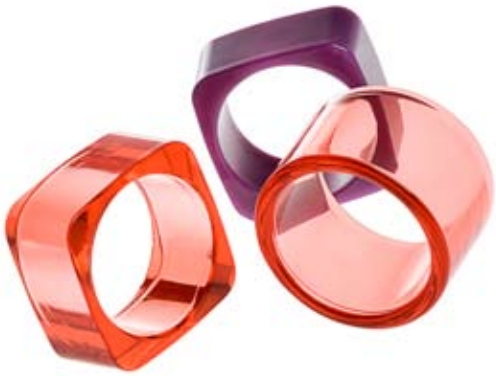
2083

Wood-Based Polymer

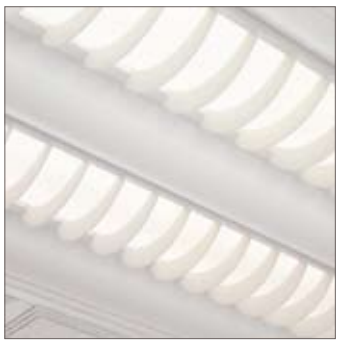
This plastic is eco-stealthy: Users can't tell it's a biopolymer



Existing Use: Motorola RAZR cases are currently made with this polymer.



Existing Use: Claire's Stores take advantage of this polymer's superior clarity and surface gloss when making jewelry for clients.



Existing Use: Extruded phthalate-free plastic is used to make lighting fixtures for Day-Brite/ Capri/Omega (a Philips group brand).

DETAILS

As consumers increasingly demand that manufacturers produce eco-friendly products and packaging, manufacturers have had to seek out sustainable materials that work within existing manufacturing constraints. The plastic shown, Naturacell™, is made from renewable cellulose. It boasts visible qualities, such as superior clarity and high surface gloss, and has high impact strength and strong chemical resistance. But not as obviously — and fairly unique among plastics — it feels warm to the touch.

The plastic is made by processing and purifying wood pulp to create polymer pellets. Any waste created during the process is captured and reused. These pellets can then be processed using the same sheet/profile extrusion- and injection-molding machinery that is used with conventional polymer pellets. The material also accommodates secondary fabrication processes including solvent polishing, cutting, cementing, drilling, vacuum forming, metallizing and decorating. The final product is virtually indistinguishable to consumers from anything made with petroleum-based plastics, yet is highly marketable in greentailing.

Any industry's products can use Naturacell™ instead of conventional petroleum-based polymers. Currently this biopolymer is used to make jewelry, lighting fixtures, mobile phone accessories and handles on tools like screwdrivers, which take advantage of its impact resistance and warm, tactile quality. Naturacell™ is priced slightly higher than conventional polymers, but is less expensive than many biopolymers.

See the database (http://technology.inventables.com) for more details.