

Announcement Regarding the Development of Cellulose Nano-Fiber (CNF) for Thickener and Release of the New “AUROVISCO” Product

Oji Holdings Corporation (Oji) announces to succeed in a development of Cellulose Nano-Fiber (CNF) for thickener and to be going to launch it named “AUROVISCO” in April, 2017.

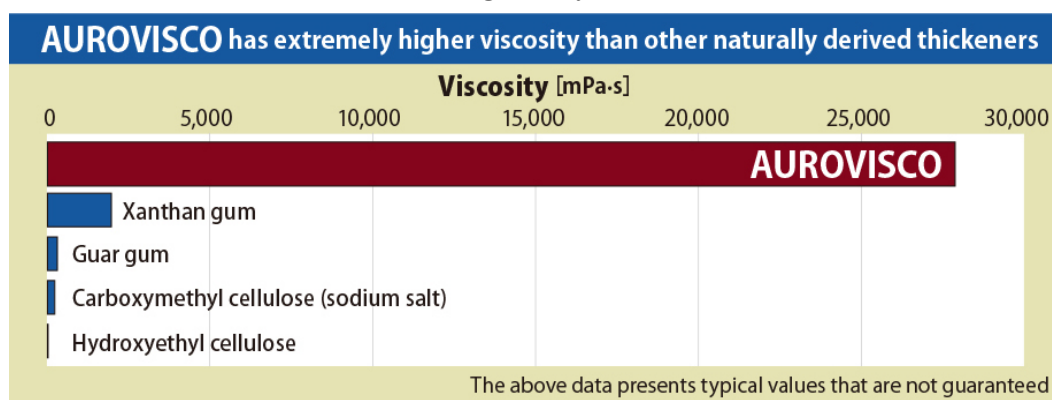
Our technology of nanofibrillating pulp fibers is the most exclusive in the world. AUROVISCO is made from the phosphorylated CNF which has extremely high transparency, high viscosity and particle stabilizing ability. The special characteristic is below.

- Small additive amount of AUROVISCO can get enough viscosity, because AUROVISCO has ten to a hundred times higher viscosity than other naturally derived thickeners.
- Because of thixotropy, AUROVISCO has high viscosity at static mode. But it becomes smooth, once it applies a force. Reduced viscosity is restored to its original viscosity by leaving it for a certain period of time
- Our CNF which means Nanofibrillating pulp fibers with 3 to 4 nanometer (*1) of diameter is high transparency because it is much smaller than light wavelength so that AUROVISCO has little effect on color shift and transparency. In addition, it is made from natural materials such like phosphoric acid that is used for cosmetics.

(*1) nanometer: 1 nanometer = 0.000000001 meter

Overview

1. Brand Name: AUROVISCO
2. Release Plan: April, 2017
3. Feature: High viscosity, High transparency, Thixotropic nature, Particle stabilizing ability, Nature materials



Contact

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