
Announcement Regarding Adoption of Cellulose Nano-Fiber “AUROVISCO™” as Thickener of Car Chemicals for Consumers

Oji Holdings Corporation announces adoption of Cellulose Nano-Fiber (CNF) “AUROVISCO™” as thickener of car chemicals for consumers.

Due to very high viscosity of AUROVISCO™ which is 10 to 100 times more than that of commercialized natural thickeners, it can be expected to have enough thickening effect even with a small amount of addition. It also has a unique feature of thixotropic properties that have high viscosity at static mode; however it becomes smooth, once it is applied a force such as agitation. Reduced viscosity is restored to its original viscosity by leaving it for a certain period of time. Since the above properties were accepted, it was adopted as thickener of car chemicals for consumers, we have commenced sample distribution in May, 2017.

From now on, we are trying to accelerate application development of “AUROVISCO™” in a wider range of business fields. In addition, we will proactively offer samples of CNF sheet “AUROVEIL” and “AUROVEIL 3D” which has moldability in 3 dimensions.

We will head for a new stage that aims for commercialization of CNF manufactured by our own technical development.

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