

Sustainable Rubber Engineering



ARBOCEL®

Cellulosic Additives with Special Functionalities

Green Functionality for the Rubber Industry



Green Products with long History

The usage of re-growing, functional cellulose fibers is established in products of our daily life and in industrial applications for decades already.

In most cases they are working as additives with specific properties such as reinforcement.

Starting in the 1960s, **ARBOCEL®** cellulose fibers were applied in different rubber formulations. The first use was in light-weight rubber shoe soles with leather-like haptic and optic.

From year 2000 on, **ARBOCEL®** microfibers were used in rubber composites in automotive applications.

With this long experience we are providing you the necessary application know-how for new developments. Our broad portfolio of regrowing additives offers a range of functionalities for modern elastomeric materials.

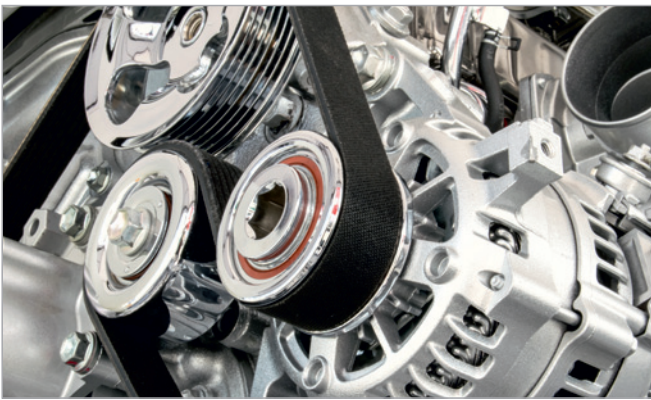
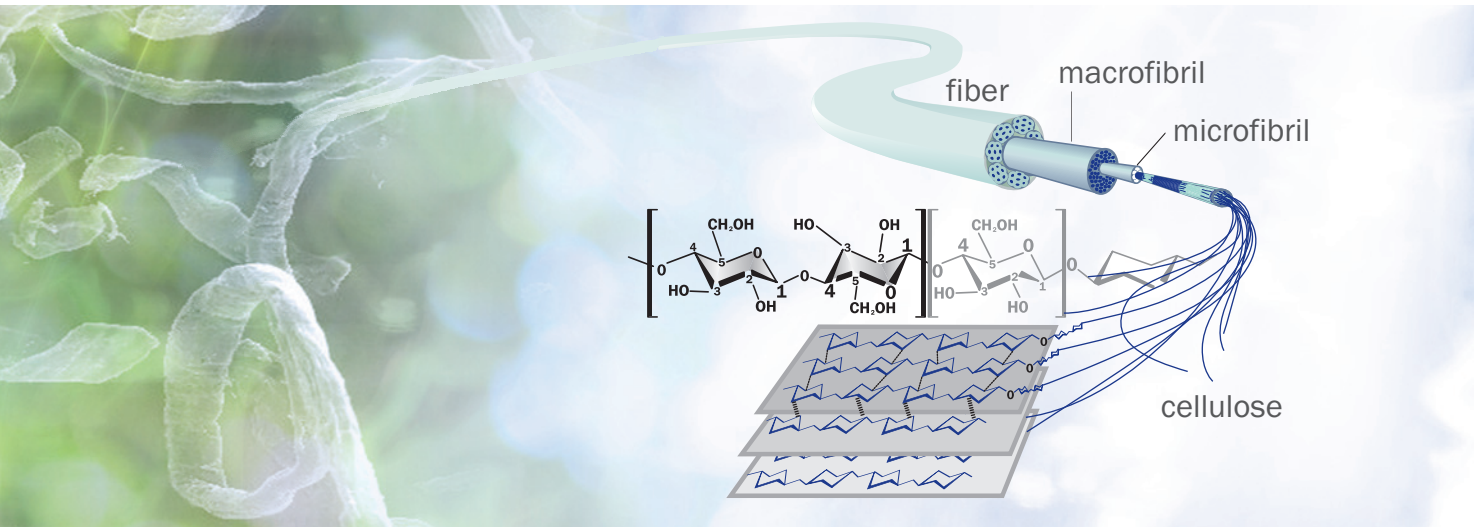


Application examples

- V-Belts / Micro-V-Belts
- Compressed gasket jointings
- Hoses
- Axial gear box seals
- Shield splash
- Noise absorption material
- Flooring
- Solid tyres
- Rubber brakes
- Cricket balls
- Shoe soles



The Building Block for Sustainable Solutions



Performance examples

- Weight reduction
- Specific friction properties
- Reinforcement
- Processing fiber & green strength
- Lubricant carrier
- Improved tear resistance
- Crack stopping
- Anti pilling additive

A Sophisticated Material

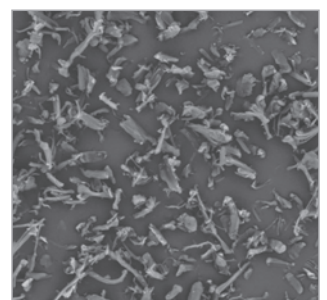
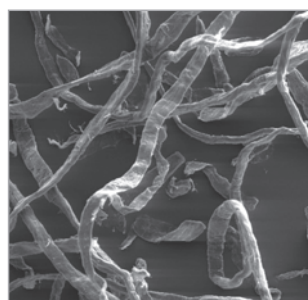
The specific density of **ARBOCEL®** cellulose fibers is significantly lower than that of mineral filler.

Therefore **ARBOCEL®** cellulose fibers can be used as sustainable raw material for weight reduction in rubber composites.

The fibers perform differently compared to active fillers like silica or carbon black and cannot be compared to mineral fillers.

They offer unique properties and functionalities depending on the microstructure of the cellulose.

Contact us to learn more. www.jrs-plastic.com



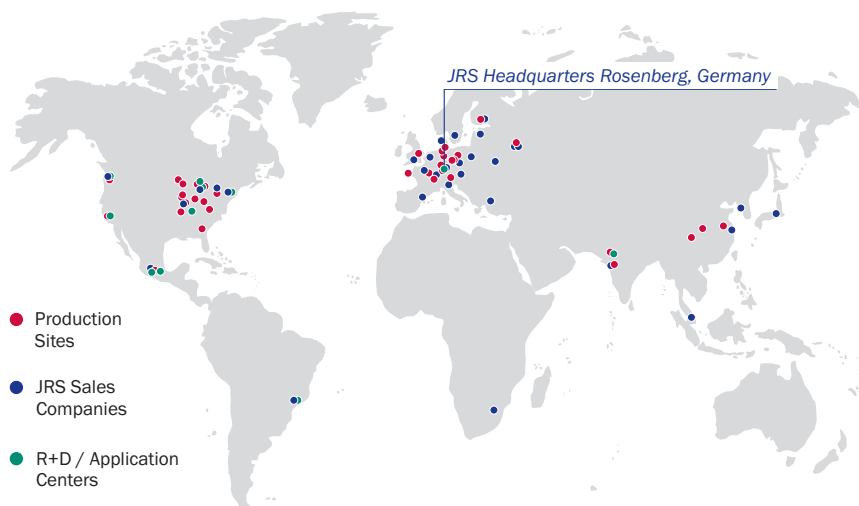


BUSINESS UNIT

CHEMISTRY

JRS – Your Competent Systems Partner and Solution Provider for Organic Fibers in Industry and Technology

JRS – YOUR Qualified Partner – worldwide



Worldwide logistics and presence

High availability due to efficient, high-capacity production

In-house research and development, application services

Over 250 technical representatives around the world

Decades of experience and comprehensive application know-how

Quality manufacturing according to ISO 9001



JRS Company Headquarters, Rosenberg Plant (Germany)

J. RETTENMAIER & SÖHNE
GMBH + CO KG



Fibers designed
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