



**Filtration**



**Building Materials**



**Specialty Chemicals**



**Rubber & Plastics**



**Sorbents**



**Adhesives & Coatings**

# PuriCel<sup>TM</sup>

## A Common Product

100% natural, renewable cellulose fiber is as close to a universal additive as there is.

Cellulose is a highly stable, economical and readily available material which is being used daily in the market segments shown above and many more...including thousands of pharmaceutical and food products.

Inherent properties include:

- Oil and Water Absorption
- Permeability
- High Purity - Low Ash
- Non Toxic & Biodegradable
- Non Abrasive
- Texture and Pliability
- Natural and Sustainable
- Properly Processed It Is Safe For Animals and Humans



Certified to ISO 9001: 2015 With Design

## An Uncommon Company

Finite Fiber is a leader in the field of fiber additives. For almost 100 years we have created the standard of excellence in all phases of the business from providing application expertise, elevating customer relationships through communication and consistently delivering the highest quality products on time.

Our base products are:

- Cotton
- Polyester
- PAN Carbon
- Aramid
- Nylon
- Varamix® (our proprietary, patent protected aramid blend that enables varying the properties of polymer compounds to match customers' requirements).

Our move into cellulose was in response to customer requests for alternative sourcing due to market consolidation. We have assembled an impressive team of specialists. They are supported by proven professionals who are dedicated to providing the service you desire.

## A Superior Partner for You

Matching the common with the uncommon is often talked about. We live it. Companies move at the speed of business. We are agile and flexible.

Using PuriCel gives you the added value of having experts who can confirm chemical directions or make alternate recommendations. We can target your specific application and adjust the functionality accordingly.

Cellulose is a common element until we make it exactly what you need - PuriCel. No matter whether you are using cellulose for industrial applications such as:

- Filtration
- Thickening Agent
- Rheology/Flow Control
- High Fluid Absorption Capacity
- Green Strength
- Reinforcing Properties
- Lightweight Functional Filler....

...it would be difficult for you to find a problem we haven't solved before. Even if it is just getting you the product you need when you need it.

## Custom Engineered Cellulose Fibers



### FILTRATION

PuriCel natural cellulose is suitable for pre-coat filtration of liquids that require optimum clarity and is used as pre-coat and body feed. PuriCel can be used together with diatomite or perlite to reinforce the filter cake. The fibrous structure of the cellulose forms a permeable and well-reinforced filter cake that is able to safely and effectively adsorb sediment and very fine particles. PuriCel is characterized by a high degree of purity. It contains no lignin, hemicellulose nor other impurities. PuriCel is mechanically and chemically stable, insoluble in almost all media and pH-neutral and biodegradable for the most demanding filtration applications.



### ADHESIVES & COATINGS

PuriCel functions as an excellent absorption material, is lightweight and provides bulking qualities and dimensional stability to coatings and adhesives. It increases open time, improves vertical hold and promotes a consistent coating. Improvements in tensile strength, elastic modulus, and viscosity are realized. High thermal stability, enhanced freeze-thaw control, good matting and rheological properties and thixotropic characteristics are generated. PuriCel improves performance in all types of adhesive formulations, including acrylic, butyl, epoxy, latex, or any type of solvent, water or 100% solids system. It can be added at different levels with only a slight change in appearance in the final product. PuriCel is available in a wide range of fiber lengths and particle size.



### PLASTICS & RUBBER

PuriCel enhances the dimensional stability of rubber and plastics by forming a three-dimensional matrix inside the product. It also provides green strength and structure throughout the processing phase. PuriCel offers products produced from natural biodegradable - renewable cellulose pulp materials and are available in a wide range of particle size distributions and densities. It produces highly consistent fibers and powders that provide reliable reinforcement, impact strength and lower density while reducing costs in plastic composite applications. Most resin systems can all benefit from incorporating PuriCel fibers into matrix formation, delivering valuable function and excellent price / performance ratio.



### SORBENTS & DESICCANTS

PuriCel is leading the way in absorbent technology and helping clean up the world. From small floor spills to large scale industrial accidents and hazardous waste spills, our absorbent products made from cellulose, cotton and plant based materials continue to meet the challenge. In addition PuriCel is a desiccant material designed to remove undesirable moisture either through adsorption by absorbing, binding and holding the water molecules. PuriCel has the ability to attract and hold liquids which makes them very useful in chemical separation processes. Desiccants are a subset of sorbents; they have a particular affinity for water.



### BUILDING MATERIAL

PuriCel cellulose powder is a proven natural fiber based ingredient processed for uniformity of particle size and density for chemical construction products, such as smoothing compounds, fillers, stucco, grouts, tile adhesives and plasters, sealants and caulks, as well as self-leveling cementitious materials. PuriCel cellulose fibers are used for quality improvement of the welding process as a coating agent and process fiber for high quality welding electrodes by acting as a protective gas-forming component and extrusion aid.



### SPECIALTY CHEMICAL

The capillaries within PuriCel absorb liquids, performing as a highly functional carrier. Powdered cellulose is used as an economic, inert delivery material for enzymes used in laundry detergents, animal feed and for the manufacture of bioethanol. PuriCel is a toxicologically safe ingredient, carrier and coatings for various seed and fertilizers. PuriCel is composed of select grades of natural cellulosic fibers and are used to aid in the incorporation i.e. nitrogen stabilizers, inoculants, liquid nutrients, insecticides, and incorporated into dry fertilizer blends.

**Innovating Fiber  
Technology Daily**

**FINITE FIBER**  
A DOWCO, LLC Company

1374 Markle St. Akron, OH 44306-1801  
Tel: (330) 773-6654  
Fax: 330-773-6273  
email: [info@puricelfiber.com](mailto:info@puricelfiber.com)  
[www.puricelfiber.com](http://www.puricelfiber.com)