

SUNROSE® (CMC)

SUNROSE® is the trade name of CMC (carboxymethyl cellulose) of Nippon Paper Industries.

CMC is an anionic water-soluble polymer obtained from cellulose. It is used in a wide range of fields from food to industrial applications due to its excellent thickening, water absorption, and water retention properties.

Contribution to Achieving SDGs through Products



- A plant-derived biomass material with low environmental impact related to production and disposal, developed by maximizing the use of various technologies and know-how
- Uses cellulose obtained from sustainably managed forests

Application example



Lithium ion battery

Utilizing high dispersion stability, it is used as a binder for negative electrodes.



Bread, Cream

It is used to improve the texture of bread dough and cream due to its high water absorption and water retention properties.