

# Elegance<sup>®</sup> Fluff Pulp

## Baby Diaper Products

Building trust through protection and comfort.

Our innovations translate into product attributes that can set your brand apart:



Up to  
**50%**  
improvement  
in rewet



Up to  
**49%**  
better absorption  
before leakage



Up to  
**38%**  
thinner



Up to  
**36%**  
softer

All of the data is based on International Paper's internal lab testing and is in comparison to International Paper's regular fluff pulp, unless otherwise stated. Absorption before leakage results are versus fluffless diaper designs.



# Fiber Innovations That Differentiate Your Brand

**Elegance® fluff pulp** is engineered to provide excellent absorbency, improved wicking, and a higher pad integrity – all with exceptional compressibility that allows you to create thinner, softer, and more absorbent baby diapers.

With our fluff pulp, you can produce safe, effective products that environmentally conscious consumers demand because our pulp is made using 100% renewable, responsibly sourced natural fibers.



*Elegance fluff cores have significantly greater density, offering manufacturers the ability to produce incredibly thin, highly absorbent diapers.*



REGULAR

ELEGANCE

*All of the data is based on International Paper's internal lab testing and is in comparison to International Paper's regular fluff pulp, unless otherwise stated. Absorption before leakage results are versus fluffless diaper designs.*

## Supply Chain Optimization

Designed to reduce springback, Elegance allows you to produce a thinner product and fit more units per package – which can help you optimize packaging materials, shipping and logistics costs, and retail shelf space utilization. Thinner products generally enable you to transport more products per shipment, which may result in fewer trucks on the road. We estimate that the reduction in trucks used to ship products made with Elegance versus products made with regular fluff pulp from the manufacturing site to the retailer could result in CO2 emissions reductions up to 13%.

## Improved Densification

Less SAP-damaging pressure is needed to densify our fluff pulp. With greater density, your overall pad utilization, wicking, and absorption properties are enhanced, while reducing skin rewet.

## Low Static

Specially designed to lower static build-up, Elegance provides excellent pad formation. Expect great uniformity at any pad weight.

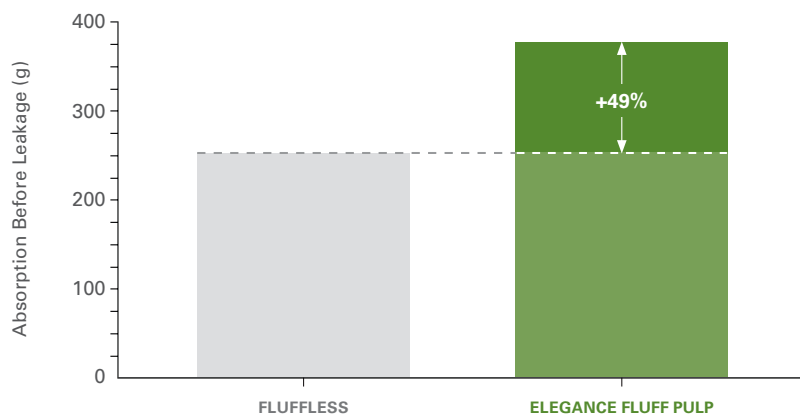
## Exceptional Products Consumers Demand

### Protection

Thinner absorbent core allows for a more discreet product profile and an exceptional softness to help protect baby's sensitive skin.

### Security

Improved absorbency distributes moisture across the entire core, which reduces the likelihood of inconvenient leaks and blowouts.



### Dryness & Comfort

Higher density cores quickly absorb and move wetness away from delicate skin, offering dryness and comfort.

**For more information, visit [IPGCF.com](http://IPGCF.com) or email [GCInfo@ipaper.com](mailto:GCInfo@ipaper.com).**