

Elegance[®] Fluff Pulp

Feminine Care Products

Inspiring confidence through security and protection.

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



Up to
50%
improvement
in rewet



Up to
90%
reduction in
springback
after 90 days



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.



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 feminine care products.

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.



Reduced springback helps you create deeper and longer lasting embossing patterns which help with fluid management.



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Fiber Innovations That Differentiate Your Brand

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%.

At various target densities, Elegance shows significantly improved embossing and lower springback at 45 and 90 days post-compression.



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

Discretion

Thinner absorbent cores allow for a more discreet product profile and exceptional softness that consumers prefer.

Security

Improved absorbency distributes moisture across the entire core, which:

- Reduces the likelihood of embarrassing leaks.
- Provides security and extends wear time.

Dryness & Comfort

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

For more information, visit [IPGCF.com](https://www.ipgcf.com) or email GCInfo@ipaper.com.