

# PolariSoft® Fluff Pulp

The next generation of  
softness for the most  
sensitive consumers.

Our innovations translate into  
product attributes that can  
set your brand apart for the  
following applications:



Feminine Care



Bed Pads



Pet Pads



Wipes



# Fiber Innovations That Differentiate Your Brand

**PolariSoft® fluff pulp** is engineered to provide exceptional softness and is ideal for airlaid applications and low basis weight pad products that outperform the competition.

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.



*Reducing fiber nits helps you create products with exceptional formation and uniformity.*



**Regular Fluff Pulp**

**PolariSoft**

*\*above image taken from a lightbox*

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.

## Fiberization Quality

Drastic reduction in fiber nits improves fiber distribution and formation, enhancing aesthetic and perceived softness. PolariSoft also yields great results on color uniformity.

## Static Control

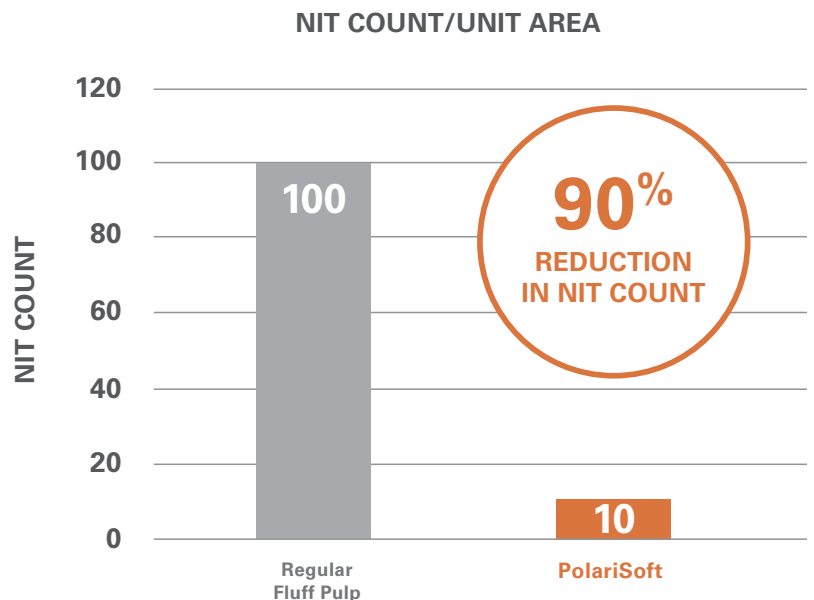
Specially designed to lower static build-up by up to 80%, PolariSoft provides excellent web formation, allowing better fiber distribution. Expect great uniformity and performance at any weight.

## Manufacturing Reliability

Thanks to the reduced static and greater uniformity, you can also enjoy improved process runnability and reliability during manufacturing.

## Energy Savings

PolariSoft has a very low mullen that ultimately reduces energy and maintenance costs.



# Superior Products Consumers Demand

## Premium Softness

PolariSoft creates superior aesthetic softness and comfort by eliminating nits and improving the fiber distribution and formation. Enhance your products with an unparalleled perceived softness that consumers prefer.

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