SuperSoft® Odor Control Fluff Pulp

Improving consumer discretion and confidence with superior odor control.

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

- Inhibits ammonia odor
- Improved absorption capacity
- 20% higher wet bulk
- 20% faster fluid acquisition
- 8% more compressible
- 5% lower shred energy
SuperSoft® Odor Control fluff pulp combines advanced odor control, superior leak protection, and exceptional compressibility for baby diapers, incontinence products, and bed/pet pads that help 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.

Greater compressibility reduces product profiles, increases portability, and improves acquisition times – helping you save money and giving consumers the security and discretion they demand.

Fiber Innovations That Differentiate Your Brand

Advanced Odor Control Technology
SuperSoft Odor Control fluff pulp inhibits the formation and smell of ammonia, delivering superior protection when compared to alternative odor control solutions.

SuperSoft Odor Control delivers far superior protection vs. alternative solutions.

Better Absorption Properties
SuperSoft Odor Control fluff pulp has better absorption capacity, allowing you to reduce the raw materials needed for absorbent cores while maintaining full core capacity. SuperSoft Odor Control also has excellent fluid acquisition speed and is capable of quickly wicking fluid into the core.

Improved Compressibility
More compressible fluff cores provide a slimmer product profile. This means your products will require less shelf space, and they help reduce packaging and freight costs. Improved compressibility also helps fluid wicking and distribution.

Cost-Savings
SuperSoft Odor Control is a low-cost alternative for achieving effective odor control. Additionally, great absorption properties and low shred energy can help further reduce costs.

Superior Products Consumers Demand

Discretion
Superior odor control inspires confidence in parents, consumers, and pet owners. Plus, the highly compressible core provides a thinner profile for more discreet products.

Security & Health
With faster acquisition times and better absorbency, SuperSoft Odor Control helps prevent embarrassing leaks. Better wicking also helps move wetness away from the skin, which supports general skin health and rash reduction.

For more information, email GCFInfo@ipaper.com.