

Jacob Holm Group introduces SoftFlush® FAST

Basel, April 3, 2017 – Jacob Holm is pleased to announce that SoftFlush® has been nominated for an INDEX™ 17 Innovation Award. SoftFlush® is a unique, patented dispersible wipe material that exceeds the highest levels of dispersibility with significantly higher strength and softness than leading competitors. Our custom designed fiber blends come from sustainable natural resources, making SoftFlush® 100% biodegradable. Our innovative team is capable of tailoring a dispersible wipe substrate to meet your Moist Toilet Tissue market aspirations.

We are also delighted to introduce SoftFlush® FAST – our next-generation, patent-pending technology. SoftFlush® FAST breaks up like premium toilet paper and has the strength of a wet wipe. Not only does it feature greater softness, but SoftFlush® FAST is also thicker and stronger than other Moist Toilet Tissue products on the market.

Visit our website, www.jacob-holm.com, or our INDEX™17 booth #2326 to learn more about the SoftFlush® brand and how Magic Meets Fabric at Jacob Holm.

About Jacob Holm Group, Magic Meets Fabric

Jacob Holm Group develops unique non-woven fabrics to meet your challenge. With our young entrepreneurial spirit and over 220 years of business experience, we combine discipline with creativity to bring magic to fabric. Thanks to extensive research and innovation, we continuously add value to our fabrics, such as Sontara®, SoftFlush®, SoftLite® and Softesse®. Today, over 700 employees supported by a worldwide sales and production organization, serve the Hygiene, Consumer Wipes, Beauty Care, Health Care and Industrial markets.

Press contact

Jacob Holm & Sons AG
Martina Brunold
Marketing Director
martina.brunold@jacob-holm.com