

Introducing

Kosher

Very nice, Very soft

First Piece Puller

Where Innovation Meets Brand Visibility

...a range of world class paper tissue products


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What Is the First Piece Puller?

A First Piece Puller is a branded paper insert placed at the top of a tissue stack — the very first piece a user pulls out of the box.



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Now you will pull just a piece of Kosher
freshwipe from all our self dispensing boxes



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Why Was It Created?

- **Problem:**
- Customers struggled to find the first tissue
- More than one tissue pops out when first tissue is pulled out
- Poor first impression in premium settings



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Functional Use of First-piece-puller

- Ease of Use
- Reduces wastage of tissue
- Customer Experience



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From Utility to Marketing

That's not all. First piece puller can also be used as a marketing space to reach your audience.



- First interaction
- Unique untouched marketing space
- High outreach



A New Marketing Space

- The First Piece Puller as Ad Space:
 - Logo, tagline, or message
 - Tactile, non-intrusive ad
 - Custom QR codes
 - Special offers
-
- 100% visibility – No skip, no scroll.



- Place you brand logo, tagline or message



Brand Logo



- Place your offers



Offers



- Place your QR codes or text



QR Codes



Customization Options on first-piece-puller

- Logo
- Tagline/message
- QR code
- Promotions
- Seasonal branding
- Design support included



Our Process

1. Choose quantity & customize design
2. We print your branding
3. Insert during production
4. Ship final products across India



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Let's Collaborate

- Ready to put your brand in their hands?



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