

#### **Brand Story**

Kosher Bamboo is not merely a brand extension. It is a larger project initiated with a small set of mainline tissue products – Large napkins, Personal hygiene tissues in pull-a-piece boxes and Restroom rolls – all made from all virgin and all and only bamboo pulp.

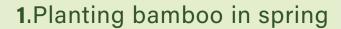
As a growing and responsible corporate, we intend to ascertain the virtues of Bamboo in exploring the feasibility and the advantages for progressively adopting bamboo as the primary and larger source for making personal hygiene tissue products. While it does exceed conventional wood pulp on the tissue characteristics; of water absorption, softness and functionality the objective of the project is to assess the larger environment and economic benefits that can be derived and the ideal model of operation to be able realize that in a large measure. In pursuing our study we intend to partner with befitting agriculture institutes and knowledgeable minds.

Beyond superfine tissue Kosher Bamboo provides consumers with satisfaction; of sustainable consumption, of enabling environment conservation, of belonginess to distinct class and a good sense of prestige.

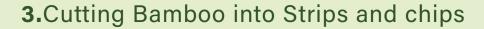
We hope to construct altogether a new industry sector in India.



#### Manufcturing cycle





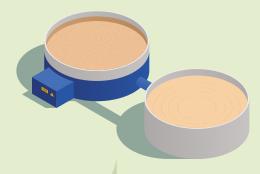






4. Smashing the plant to make Bamboo Pulp

**5.**Mixing the pulp with water & chemicals to make Bamboo pulp slurry



**6.**Pulp is transferred to felt/ cylinder to dry the paper

7. Cutting and rewinding to make paper roll

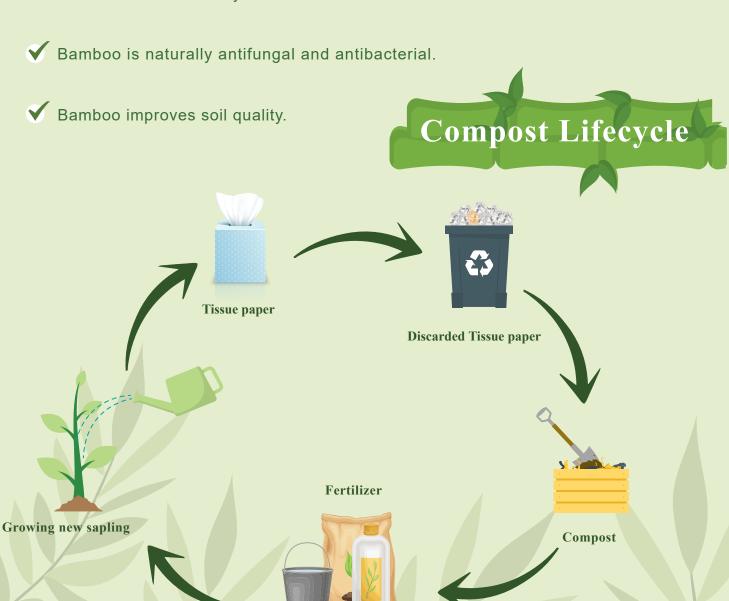


7. Paper rolls are then processed via embossing, slitting, machines& finally packed & shipped for consumption.



#### **Bamboo** facts

- ✓ Fastest growing plant- grows up to 36 inches in just one day.
- ✓ Absorbs 5 times more carbon than trees.
- ✓ Re-introduces 35% more oxygen than trees.
- ✓ Uses less water to grow.
- ✓ Bamboo cools down the surrounding air by up to 8 degrees in summer.
- ✓ Bamboo flowers, but it flowers are rarely seen with some species only developing flowers after 65 to 120 years.



### Recycled Vs Bamboo

Recyled paper

Bamboo paper

Made with

Post - consumer Paper waste.

Pure Bamboo fibres.

Chemicals

Chemicaly intensive and contain chlorine.

Unbleached tissues.

Softnesss

Not as soft as traditional tissue.

Superfine soft tissues.

Quality

Low quality with a tint of black and rough texture.

High paper quality with pure virgin fibers

Sourced

Paper is recycled in Europe and sent to India.

100 % sourced and made in india

Absorption and strength

Low absorbency and wet strength

Virgin fibre with great absorbency and wet stength



## Freshwipes

freshwipes Personal hygiene tissues









Product: Freshwipes

Personal Hygiene Tissues

Size: 200 x 180 mm

Twin layered (2 Ply)

Qty: 150 / 100 / 200 Freshwipes

#### **Packaging**

150 pulls - 48 boxes in a carton

200 pulls - 48 boxes in acarton

100 pulls - 100 boxes in carton





Product: Napkins (Personal Hygiene Tissues Size & Qty:

40 x 40 cm - 50 sheets each (2 ply)

30 x 30 cm - 100 sheets each

30 x27 cm - 100 sheets each



40 x40 cm - 40 pkts in a carton 30 x30 cm - 60 pkts in a carton 30 x 27 cm - 100 pkts in a carton





## M Fold

#### Washroom Towels



Product: Multi Fold

**Washroom Towels** 

Qty: 150 Sheets

Size: 21 x 23 cm

21 x 21 cm



Product : C Fold washroom Towels

Qty: 150 Sheets

Size: 30 x 21 cm





#### Washroom Towels



**Product: HRT rolled Towels** 

Size: 20 cm width roll

#### Packaging:

1 kg roll - 6 rolls in a case

1.2 kg roll - 6 rolls in a case

1.6 kg roll - 4 rolls in a case

2 kg roll - 4 rolls in a case

## **Restroom Tissues**



Product: Restroom rolls
Size: 100 mm width rolls with
perforation at every 100 mm (2Ply)
Qty: Single roll of 100 gms each



**Product: Restroom rolls** 

(Personal Hygiene Tissues)

Size: 100 mm width rolls with

perforation at every 100 mm

Three layered (3Ply)

Qty: 4 rolls of 150 gms each

#### **Bottle tissue**

freshwipes Personal hygiene tissues

# "Refillable Canister"





Refill

Product: Bottled Kosher Bamboo

Freshwipes (Twin layered)

Size: 135 x 200 mm

Quantity: 80 freshwipes





Seeks your participation

.. do nurture at least one plant .. at least in a pot ..

everyone's most urgent responsibility

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