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new  
arrivals  
@ PJ  
DISPOSABLES

# Introducing... FashnPoint<sup>®</sup> by hoffmaster<sup>®</sup>

Hoffmaster<sup>®</sup> is excited to be the first to launch an all new disposable product category using a unique technology called point to point.

FashnPoint<sup>®</sup> combines both air and embossing to create a thicker product with a soft and fluffy hand feel.

*It's A Difference We Can Prove!\**

- 85.6% of the respondents preferred FashnPoint<sup>®</sup> over actual linen, tissue, or airlaid napkins when they compared softness.
- FashnPoint<sup>®</sup> also received positive responses on its absorbing ability compared to tissue based and actual linen napkins and was rated only 7 percentage points below an airlaid napkin.
- FashnPoint<sup>®</sup> also received positive responses on cleaning up after messy foods and actually received roughly a 5% higher average percentage than tissue based, actual linen, or airlaid napkins.

**GUEST TOWEL 11.5x15.5 FASHNPOINT WHITE**

**PJ #167654** Packed 6/100  
Mfg No. FPI200

**NAPKIN DINNER 15.5x15.5 FLAT PACK FASHNPOINT WHITE**

**PJ #123078** Packed 3/250  
Mfg No. FPI300

**NAPKIN DINNER 15.5x15.5 1/8 FOLD FASHNPOINT WHITE**

**PJ #123066** Packed 8/100  
Mfg No. FPI100



FashnPoint<sup>®</sup>  
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attack the stack

