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### **Rottneros newly developed High Yield Pulp for tissue got a head start after the launch at London Pulp Week**

The newly developed High Yield Pulp by Swedish pulp producer Rottneros, Absorption Express got a very good reception at London Pulp Week the other week. This was the perfect opportunity to meet the World market with a new product when the World's paper industry was present.

Tissue is a collection name for paper qualities used for paper napkins, kitchen towels and toilet paper. This area has a fast growing demand.

Absorption Express has been developed by Rottneros Bruk during last year and has been tested in full commercial scale at a number of paper mills. The product is a High Yield Pulp produced in one of Rottneros unique production lines.

The good thing about Absorption Express is that the product replaces much more expensive pulp in the production of tissue. At the same time it has twice the absorption capacity and twice the absorption speed and has an excellent bulk in relation to the pulps it replaces, says Olle Dahlin, Managing Director of the plant Rottneros Bruk.

The development of Absorption Express from idea to commercial success has been a team effort within Rottneros Bruk involving large parts of the work force. Nils Hauri, the production manager thinks the development routines at Rottneros gives a very good potential for further development and invention of new products and customer customized pulp.

The new Rottneros Group CEO, Per Lundeen, who was also present in London says that both the mills of the Rottneros Group, Rottneros Bruk and Vallviks Bruk have been very successful with their market positioning with highly specialized pulp.

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