QRT and eTAD

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Market needs

Increased market for improved product quality
- absorption/bulk for towels
- softness/bulk for bath tissue

in combination with a sustainable process
- low energy consumption
- fiber saving
Towel absorbency

gram H₂O/gram fiber

DCT  NTT  The Gap  Thru-Air

Advantage Thru-Air
Advantage NTT
Advantage DCT
Building Blocks
The Combination of...

Wet pressing + Rush Transfer = High quality Low energy

Speed difference Structured fabric Moulding
Rush Transfer

Tissue paper
Structured Fabric
It’s two!

Advantage QRT

Advantage eTAD
Georgia-Pacific/Valmet Licensing Agreement

Through the licensing agreement with Georgia-Pacific:

- Valmet will sell eTAD machines outside of North America
- Access to GP’s know-how regarding the eTAD process and product quality

- Pilot runs for Valmet customers at GP pilot eTAD machine (machine and converting line)
- Contacts regarding pilot trials should be handled via Valmet
- License of GP’s patents for eTAD process and products

- Reference visits for Valmet customers to an operating eTAD machine
- Contacts regarding reference visits should be handled via Valmet
- Access to GP’s intellectual properties related to eTAD
QRT and eTAD Machine Layouts

QRT Module:
- SymBelt
- Transfer Belt
- Crepe Nip
- Moulding Box

eTAD Module:
- ViscoNip
- Backing Roll
- Crepe Nip
- Moulding Box

QRT

Forming Section  Felt Section  Structured Fabric Section  Yankee and Hood  Belted Reel

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QRT Process

- Structured Fabric
- Rush Transfer Nip
- Suction Crepe Roll
- Moulding Box
- SymBelt™ Press
- Transfer Belt
- Felt
eTAD Process

- Backing Roll
- Crepe Roll
- Structured Fabric
- Cleaning doctor
- Release Spray
- ViscoNip
- Moulding Box
- Felt
Base sheet caliper versus rush transfer range
Structuring Tools

QRT & eTAD

Structured Fabric

Coarse
Fine

Rush Transfer

Low
High
Product Quality, Kitchen Towel

Water Absorption [g/g] vs Bulk [cc/g]

- **Standard**
- **DCT**
- **NTT**
- **Premium**
- **Ultra Premium**
- **QRT**
- **eTAD**
- **TAD**
Technology comparison - Towel

Water absorption vs energy

- DCT
- SPR
- NTT
- QRT
- eTAD
- TAD

Energy, kWh/ton

Water absorption, g/g
Advantage
QRT case
Brian S. Merryman, Site Manager

“I’m excited about the potential of the machine. We have worked to develop different fabrics. QRT diversified to give us different qualities that we want, and each time it actually makes a better product. We achieve what we want”

Jeffrey S. Schoen, CEO

“What impressed me most with the QRT machine is the quality of the paper. It has helped us sell in to new customers already are doing business with the club channel and we are getting very close to being viewed Ultra Premium brands on the market.”
Customer Feedback

★★★★★ MsThang · a month ago
I like it!!

These are just as good as brand name paper towels and with half the price! I have no problem tearing by the sheet and feel confident cleaning up any spills.

Yes, I recommend this product.

★★★★★ Gpers · a month ago
Less waste

Absorbs well and you can use half the towel. Price is right.

Yes, I recommend this product.

★★★★★ Debido · a month ago
Better Paper Towels

These paper towels are amazing. They are definitely better than any name brand.

Yes, I recommend this product.
Advantage eTAD case
The Technology. A Portfolio of over 600 patents

- State of the art pressing to reach high solids
- Fabric creping with unique parameters
- Redistributing the fibers to create unique patterns and structures

- Produces tissue prototypes that match or exceed market leaders around the globe.
- Towels that meet the needs of premium segments in most markets.
- Many structuring fabrics provide a opportunity for product differentiation.
- Provides higher levels of stretch that contributes to unique tactile properties.
- Produces a wider range of products without requiring a machine change over.
- Can run a broad range of furnishes including secondary and specialty fibers.
The Marketplace. (US/North America)

The Premium bath tissue segment today is the largest of the category in buyers & dollars, and has the highest loyalty

- More than ½ of category dollars are spent on Premium Bath Tissue
- There are twice as many premium bath tissue buyers as economy
- Premium buyers are most loyal; least likely to buy another type of bath tissue

To sustain the Quilted Northern premium brand, an investment was required
Performance of Quilted Northern Ultra Soft & Strong® with eTAD
Situation: Quilted Northern Soft & Strong

- Was a 2-ply conventional bath tissue product perceived to be a mainstream product
- Getting continuously challenged by the narrative of

All you need is:

Leading Brand + Premium Private Label
Marketplace Results
eTAD: Market Success

- Ultra Premium Brand
- Eco Positioned
- Customer Brands
- PRIVATE LABEL
Market Areas

North America:
QRT

Georgia-Pacific
Neenah Technical Center
Neenah Wi. USA

eTAD Pilot

Valmet Tissue Technology Center
Karlstad, Sweden

QRT Pilot

Globally:
eTAD and QRT

Full scale machines
• eTAD Crossett #8
• eTAD Port Hudson #7
• QRT: Orchid Paper Barnwell
Take away’s

• Now **everyone** has the possibility to enter the Premium Segment

• **Both QRT and eTAD offers sustainable processes that provides excellent quality**

• **Together with our concepts we now have a complete portfolio and have closed the gap.**