










## Advantages of Purocel EcoDry

Alternative Materials - Benefits & Challenges		
Natural	Regenerated Cellulose	Plastic/Synthetic
 Fully Biodegradable	 Fully Biodegradable	 Non Biodegradable
 Contamination Possibility	 Contamination Free	 Contamination Free
 Limited Engineering Possibilities for Multiple Uses	 Engineering Possibilities for Multiple Uses	 Engineering Possibilities for Multiple Uses

Regenerated Cellulose combines the advantages of Natural & Plastic/Synthetics

keeping  
it dry,  
naturally

Birla  
**purocel**™ | **EcoDry**  
because we care

*Biodegradable & compostable fibres for sustainable and environment friendly hygiene disposable products*

Birla Purocel EcoDry is a viscose fibre with incorporated durable EcoDry based on covalently bound water repellent molecule to the fibres.

It helps in creating nonwovens that keeps the user skin dry at the same time allowing fluids to get transferred to the absorbent core. Fibre remains biodegradable and compostable like regular viscose. The EcoDry fibre is made by use of non-fluorinated and non silicon based chemicals which gives the contact angle with water of approximately 100°. This allows to make safer and environment friendly hygiene products with the requisite performance characteristics.

#### Distinct Advantages

- EcoDry is retained in the product even after spunlacing
- Fibre feel is soft and similar to regular viscose
- This fibre can be used in 100% or in blends with other fibres
- Can be processed using spunlace and wetlaid technologies
- Biodegradable and compostable
- Ultra comfortable feel to the user's skin.

#### Applications

- Feminine Hygiene Products.
- Baby Diapers.
- Adult Incontinence Products.
- Absorbent Pads.



Birla  
**purocel**™  
because we care

Bangladesh | China | India | Indonesia | Thailand | Turkey | U.S.A

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## EcoDry - for Female Hygiene Product

### Need of an ecofriendly solution

Sanitary napkin and diapers is a highly engineered product made up of different layers. Plastic is the most commonly found component in each of these layers making it non-degradable in nature. Most of the present-day sanitary napkins are made using polypropylene based top sheets which take years to degrade fully.

### An Estimated Usage of Sanitary Napkins by a Woman



 present day women population of the world - around 3.83 Billion (we should be prepared to deal with millions of tons of potentially avoidable waste)

## Purocel EcoDry

based top sheets have the potential to substantially reduce the landfill burden for a better tomorrow!

All the test & result have been obtained using internal tests on the sanitary napkin samples available in the market.

## How It Performs

Sanitary Napkins - Overall Comparison to Comparative Scores			
Criteria (1 Lowest, 5 Highest)	Polypropylene	Purocel EcoDry (Viscose)	Cotton
Price	5	4	2
Biodegradability	1	5	5
Performance	5	5	3
Ease of Processing	5	5	3
<b>Total Score</b>	<b>16</b>	<b>19</b>	<b>13</b>

Purocel EcoDry combines the advantages of Cotton & Polypropylene



Absorbency tests performed as per WSP 070.3 & ISO 9073-8 standards, this test is like a quality check for sanitary napkins

Purocel EcoDry top sheet based sanitary napkins passes the quality check

Sanitary Napkins - Product Comparison (RLSTT & Wetback)		
Top Sheet Type	Repeated Liquid Strike Through Test (Seconds/10 ml)	Wetback (%)
Polypropylene	~15 Sec	100
Purocel EcoDry (Viscose)	~12.5 Sec	~125
Cotton	~18.2 Sec	~182

Repeated Liquid Strike Through Test & Wetback Test performed as per WSP 070.3 & ISO 9073-8 standards

Purocel EcoDry top sheet based sanitary napkin checks all the performance boxes!

