



More softness on the machine. More success in the market.

Improve tissue softness without giving up tensile strength with on-machine softeners from Buckman.

There's nothing soft about the market for softer tissue. Customers are clamoring for it. And they want it for a competitive price. Unfortunately, lotionizing is expensive. And conventional chemical softeners can cause significant loss of tensile strength and negatively impact the Yankee coating.

Buckman has a better way. Our newest on-machine softening technologies can enable mid-market and low-cost tissue producers to meet both the softness requirements and price points customers want without sacrificing tissue strength. You'll get higher perceived value, a better-performing product, and a new opportunity to build both sales and profit.

Improved handfeel shouldn't come at the expense of strength.

With Buckman on-machine softening solutions, you get both.



Buckman's on-machine softening applications for tissue include wet end lotions and spray-on softeners that are easy to apply and offer improved softness without the drawbacks of debonding chemistries, which only improve handfeel at the expense of strength.

From wet end to competitive edge.

Raise TSA numbers with Wet End Lotion Technology from Buckman.

Buckman's wet end lotion chemistry has recently increased a 100% virgin bath tissue TAD product from 92.5 TSA to 97.6 TSA. These latest wet end lotion applications from Buckman feature a blend of non-amino silicones, emollient and lubricity agents that can increase TSA softness by as much as 8 points. The small impact on tensile strength is easily offset with refining or Maximyze® enzymatic fiber modification technology, so your tissue stays strong.

Buckman wet end lotion solutions offer:

- Easy application with a simple pumping system.
- Improvements to drainage and retention.
- Low impact on coatings.
- Significant softness gains at low dosage.

Spray on the softness.

Spray-on applications from Buckman can take your tissue to the next level.

Buckman's spray-on applications have increased the TSA softness of 100% recycled 13.5 gsm tissue from 57.8 to as high as 70.4. Even better, there's no significant impact on base sheet tensile. Look to our spray-on solutions for:

- An effective blend of non-amino silicones, emollient and lubricity agents.
- Easy application with a simple pumping system on the sheet prior to the pressure roll or directly into the coating spray boom.
- Significant softness gains at low dosage.

Learn more.

To discover more about our on-machine softening agents and all the other industry-leading process and water treatment technologies Buckman offers tissue manufacturers, contact your Buckman representative or visit buckman.com.



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Seller warrants that this product conforms to its chemical description and is reasonably fit for the purpose referred to in the directions for use when used in accordance with the directions under normal conditions. Buyer assumes the risk of any use contrary to such directions. Seller makes no other warranty or representation of any kind, express or implied, concerning the product, including **NO IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS OF THE GOODS FOR ANY OTHER PARTICULAR PURPOSE**. No such warranties shall be implied by law and no agent of seller is authorized to alter this warranty in any way except in writing with a specific reference to this warranty. A1065H (05/18)

Argentina +54 11 4701-6415; Australia +61 (2) 6923 5888; Belgium +32 9 257 92 11; Brasil +55 (19) 3864-5000; Chile +56-2) 2946-1000; China +86-21) 6921-0188; India +91) 44-2648 0220
Indonesia +(62) 21-2988 8288; Japan +(81) 3 6202 1515; Korea +(82) 31-416 8991; Mexico +52 (777) 329 3740; Singapore +(65) 6891 9200; South Africa +27 (31) 736 8800; United States +1 (901) 278-0330

Global Headquarters at 1256 N. McLean Blvd., Memphis, TN 38108, USA