

**Maximize<sup>®</sup>**

**3<sup>rd</sup>  
GEN**

## Pack more performance into every package with third generation Maximize.

For years, high performing packaging mills have looked to Maximize enzymatic technology to improve drainage, strength and machine speeds.

### **Now there's something even better: new third generation Maximize.**

It redefines what "maximum" really means, blending several specialized single-component enzymes and potentiators to boost enzymatic activity and effectiveness to the next level. So you get even better fiber performance, a stronger sheet, more energy and money savings, and a new edge in the marketplace.

**Take your recycled fiber performance to the max. Treat your fibers to third generation Maximize.**

# A new “max” in recycled packaging performance.

## Boost the performance of fibers, machines, and final products with third generation Maximize®.

As recycled fiber quality deteriorates and the use of filler and starch increases, turning that recycled fiber into first-quality packaging grades becomes a bigger and bigger challenge. That's why Buckman continually works to minimize the need for mechanical refining while maximizing the potential of every recycled fiber. With third generation Maximize, we've made the industry leader even better. You'll see the improvements in ring crush, concolor and burst indexes for both refined and unrefined fiber. And you'll see it in the bottom line.

### How it works.

Third generation Maximize is made up of several formulations that work in different ways to achieve the desired results. Some employ specialized enzymes engineered to chemically break specific bonds on the surface of your fiber. This action creates fibrils, resulting in greater surface area and maximum bonding between fibers in the papermaking process. The more efficient conditioning helps avoid over refining so your fiber is not flattened, shortened or weakened.

Some Maximize technologies contain specialized enzymes that work with the natural organics in your sheet to form natural polymers that provide additional strength. Others contain specialized enzymes that work to specifically enhance drainage whether or not you have refining in your process. As a result, a third generation Maximize program gives you much more flexibility in how you use refining to meet your process and product needs for drainage and strength.

### How it makes all the difference.

#### Boosts performance

Improved drainage, machine speed, and plybond strength can mean greater profitability for your mill and more flexibility in your production.

#### Reduces costs

Third generation Maximize can help you reduce costs every step of the way, including the costs of:

- Fiber—Get desired results with lower-cost fiber
- Energy—Reduce refining energy and dryer steam costs

- Chemistry—Replace more costly strength additives
- Transportation—Reduce chemistry volume dramatically, reducing the number of deliveries and storage requirements

#### Improves sustainability

In addition to return on investment, Maximize offers a measurable return on environment:

- Lower steam consumption
- Reduction in machine drive electrical load
- Reduced refiner energy
- Less CO<sub>2</sub> emissions generated by mill activities and product delivery

### Learn more.

If you are not constantly improving your mill's performance, you're getting left behind. Grab the leading edge with third generation Maximize enzymatic technology, and unpack the full potential of your packaging mill. For more information, contact your Buckman representative or visit [buckman.com](http://buckman.com).

### CASE STUDY

#### Stronger, lighter, faster.

**The Challenge:** A mill making linerboard with 100% OCC was unable to meet strength targets without adding extra weight and increasing refining. The extra fiber was costly and the heavier sheet coupled with extra refining slowed production.

**The Solution:** Buckman completed a system audit and designed a third generation Maximize program that enabled the mill to reduce refining and run at target weight. Also, better drainage allowed them to increase speed while reducing headbox consistency, resulting in superior sheet formation.

**Return on Investment:** Reduced fiber use, less mechanical refining, and increased speeds resulted in savings of US\$3.21 per ton.

**Return on Environment:** Shipping more paper area on a roll reduced the number of delivery trucks needed, saving fuel and reducing emissions.

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