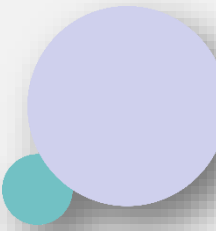




# SENI SOFT UNDERPADS

28.09.17



# SENI SOFT UNDERPADS

## PURPOSE:

- Wheelchair protection
- Bed protection
- Additional protection during diaper changing
- Baby underpad



# SENI SOFT UNDERPADS- THREE TYPES



Seni Soft Super



Seni Soft HE



Seni Soft Comfort



## 1) SENI SOFT SUPER

- Seni Soft Super are thick and soft underpads that are the best solution for catheterized patients.

### WHY SENI SOFT SUPER IS THE BEST FOR CATHETERIZED PATIENTS?

- Catheterized patients are protected from urine leakage but they might have fecal incontinence. It means they need very absorbent product (retention is not that important in this case) that is very soft because they will not wear diaper



# SENI SOFT SUPER - FEATURES

## 1. THICK AND SOFT:

Absorbent core is made from cellulose pulp only, that is why it is thick and very soft. Thanks to its thickness, it absorbs very fast and it is very delicate for skin



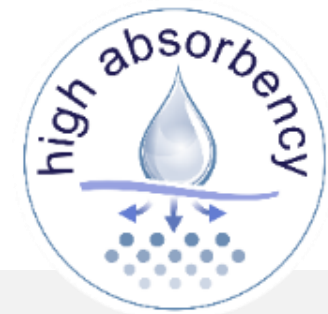
## 2. COMFORT AND SAFETY:

- Top non woven delicate layer provides comfort to the patient
- Waterproof back sheet provides protection against leakage



## 3. HIGH ABSORBENCY:

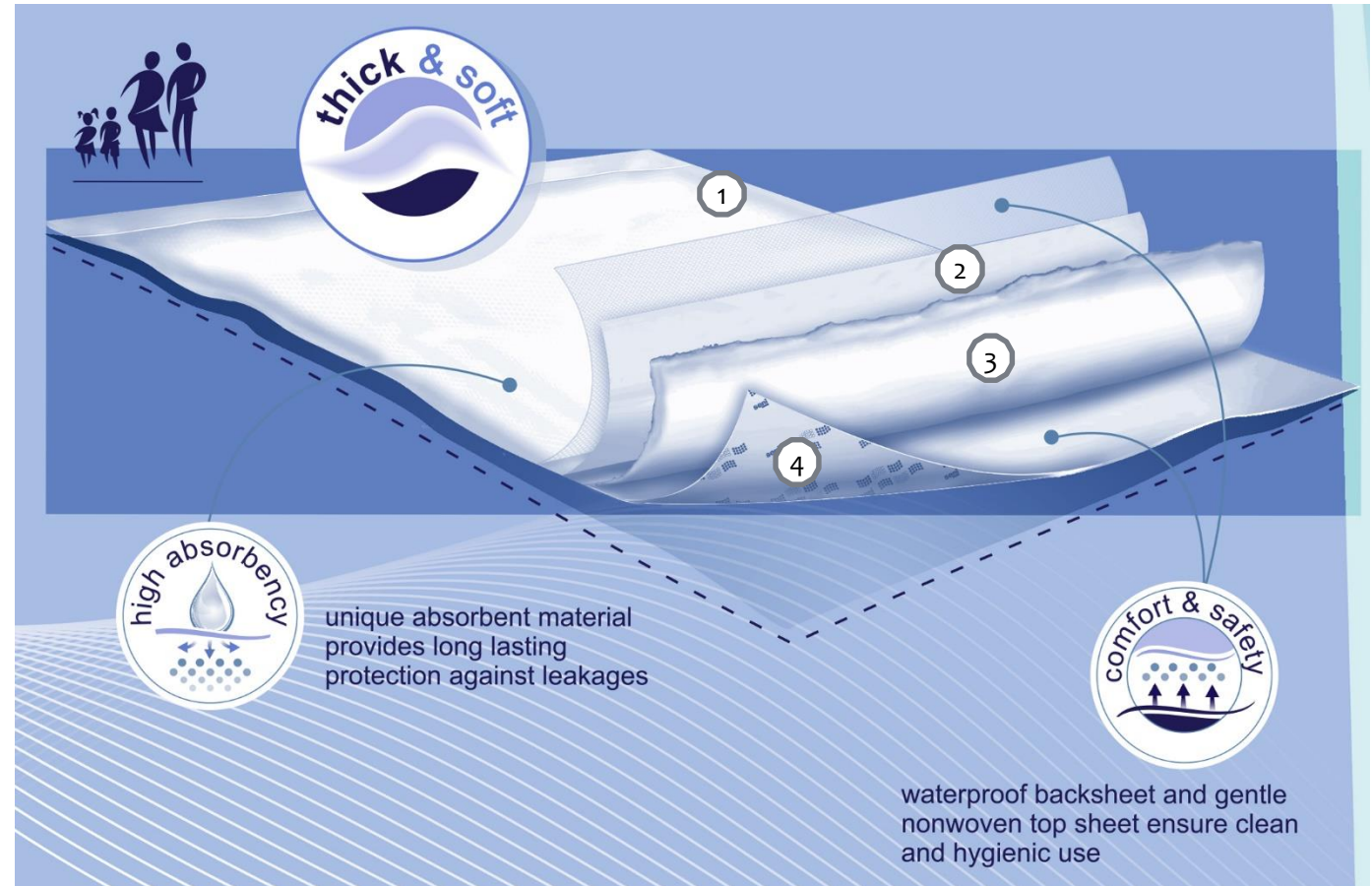
It is the most absorbent underpad available on the market – 1800 ml





# SENI SOFT SUPER - CONSTRUCTION

- ① Top non-woven layer – very delicate layer that gives comfort and softness.
- ② Tissue Layer- additional layer that distributes the liquid within the underpad.
- ③ Absorbent core made of cellulose pulp that gives fast and high absorption.
- ④ Waterproof back sheet – the last layer of the underpad that protects against leakage.



# WHERE TO INTRODUCE SENI SOFT SUPER?

- Hospitals / hospital departments with catheterized patients
- Top hospitals that value premium quality products
- Institutions / caregivers that require the most absorbent underpads available on the market



# SENI SOFT SUPER - POINTS TO REMEMBER

- Premium quality underpad
- Thick and soft absorbent core made of cellulose pulp
- Comfort and safety
- High absorbency – the most absorbent underpad available on the market





## 2) SENI SOFT HE

- Seni Soft HE are the highest retention underpads , that is why they can be used as an open diaper.
- Best places to introduce Seni Soft HE:
  1. Hospitals.
  2. Institutions that use underpads as an open diaper.



## SENI SOFT HE - FEATURES

### 1. MAGIC GEL

- Magic gel is a special powder that turns any liquid into gel.
- It increases retention of underpads to provide complete dryness .
- Magic gel keeps the moisture locked away to provide comfort

### 2. ODOUR STOP

Magic Gel converts liquid into gel which reduces the bacteria multiplication to stop the unpleasant smell.

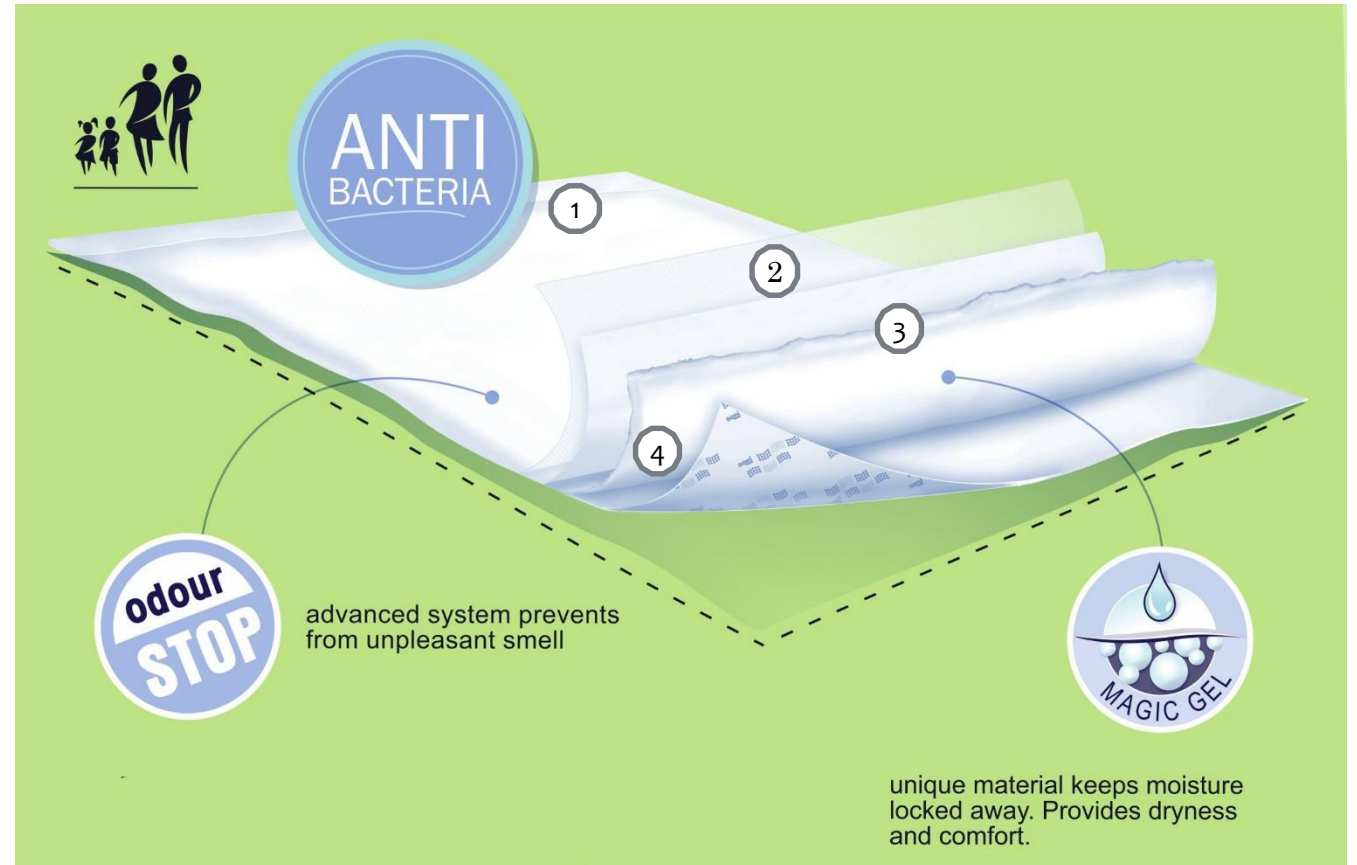
### 3. ANTI-BACTERIA

Magic gel has antibacterial properties which reduces the bacterial development.



# SENI SOFT HE - CONSTRUCTION

- ① Top non-woven layer – very delicate layer that gives comfort and softness.
- ② Tissue Layer- additional layer that distributes the liquid within the underpad.
- ③ Absorbent core with magic gel – cellulose pulp with magic gel ensures high absorption and retention.
- ④ Waterproof back sheet – the last layer of the underpad that protects against leakage.



# SENI SOFT HE - POINTS TO REMEMBER

- Dedicated to Hospital Channel
- Absorbent core made of cellulose pulp and magic gel
- Magic Gel, Odour Stop and Anti-bacteria
- High retention underpad, can be used as open underpad



### 3) SENI SOFT COMFORT

- Seni Soft Comfort has unique embossment that provides fast liquid distribution
- Gives reliable protection both at home and hospital





# SENI SOFT COMFORT - FEATURES

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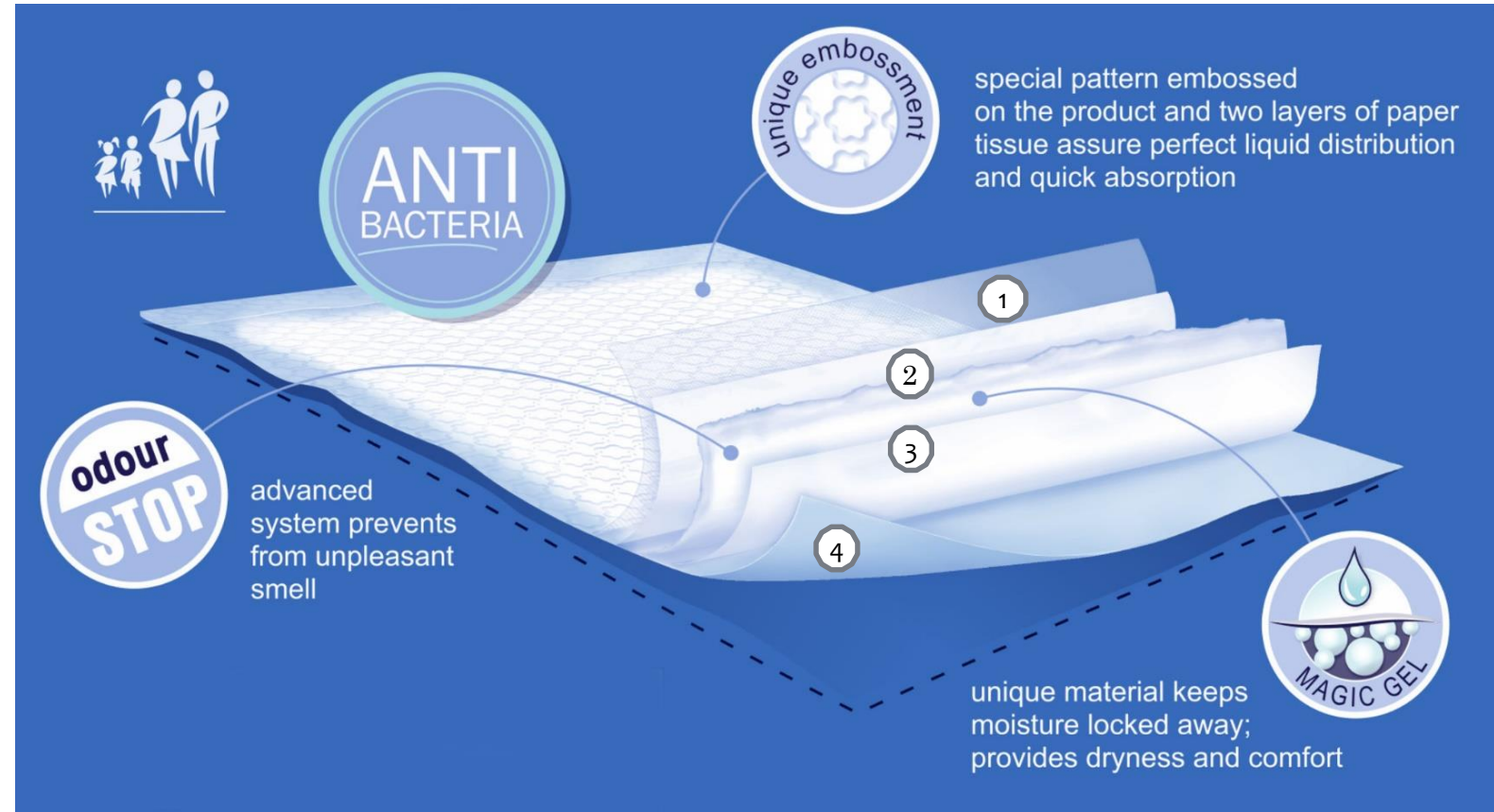
## 4. UNIQUE EMBOSSEMENT

Special pattern embossed on the product for liquid distribution and quick absorption.



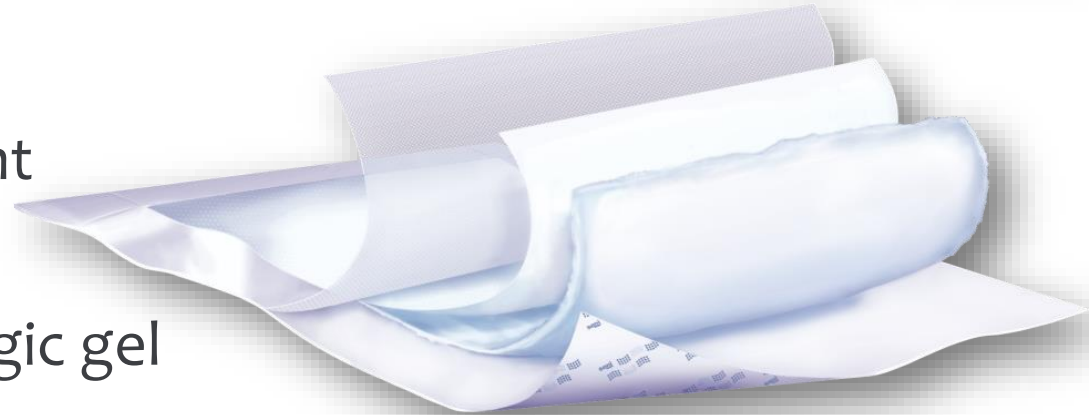
# SENI SOFT COMFORT - CONSTRUCTION

- ① Top non-woven layer – pattern of embossed layer assures fast liquid distribution.
- ② Absorbent core with magic gel – cellulose pulp with magic gel ensures high absorption and retention.
- ③ Tissue Layer- additional layer that distributes the liquid within the underpad.
- ④ Waterproof back sheet – the last layer of the underpad that protects against leakage.



# SENI SOFT COMFORT - POINTS TO REMEMBER

- 3 features of Seni Soft HE + unique embossment
- Absorbent core made of cellulose pulp and magic gel
- Magic Gel, Odour Stop and Anti-bacteria
- Can be used in both home and hospital



# BEST PLACES TO INTRODUCE SENI SOFT COMFORT:

- Both for hospital and home use
- If someone is looking for additional protection of any surface
- If diapers need to be changed often and additional bed protection is required



## SENI SOFT UNDERPADS – PROPERTIES

Name							
Seni Soft Super	x	✓	x	x	x	✓	✓
Seni Soft HE	✓	x	✓	x	✓	x	x
Seni Soft Comfort	✓	x	✓	✓	✓	x	x



## SENI SOFT UNDERPADS – TECHNICAL COMPARISON

Name	Pack	Absorbency	Weight	Total length (mm)	Total width (mm)	Absorbent core size
Seni Soft Super	1,5,30	1800	100	900	600	820/580
Seni Soft HE	1, 10,30	1500	74	900	600	720/580
Seni Soft Comfort	1,10,30	1100	60	900	600	820/520



## SENI SOFT UNDERPADS – LOGISTIC DATA

Code	Name	MRP	Packs per carton	Cartons per pallet
SE-091-SU01-IN3	IN SENI SOFT SUPER 90x60cm A1	100	100	16
SE-091-SU05-IN3	IN SENI SOFT SUPER 90x60cm A5	380	12	24
SE-091-SU30-IN3	IN SENI SOFT SUPER 90x60cm A30	1800	3	24
SE-091-SH01-IN3	IN SENI SOFT HE 90x60cm A1	90	100	24
SE-091-SH10-IN3	IN SENI SOFT HE 90x60cm A10	600	12	16
SE-091-SH30-IN3	IN SENI SOFT HE 90x60cm A30	1600	4	20
SE-091-SC01-IN3	IN SENI SOFT COMFORT 90x60cm A1	75	100	24
SE-091-SC10-IN3	IN SENI SOFT COMFORT 90x60cm A10	400	12	24
SE-091-SC30-IN3	IN SENI SOFT COMFORT 90x60cm A30	1100	4	24



## COMPETITOR COMPARISON – WEIGHT

	SENI SOFT SUPER	SENI SOFT HE	SENI SOFT COMFORT
EASY FIT	1	1	-1
FRIENDS CLASSIC	1	1	0

## COMPETITOR COMPARISON – ABSORBENCY

	SENI SOFT SUPER	SENI SOFT HE	SENI SOFT COMFORT
EASY FIT	1	1	-1
FRIENDS CLASSIC	1	1	1

Seni Soft Super	100
Seni Soft HE	74
Easy Fit	68
Friends Classic	60
Seni Soft Comfort	60

Seni Soft Super	1800
Seni Soft HE	1500
Easy Fit	1334
Seni Soft Comfort	1100
Friends Classic	991



# COMPETITOR COMPARISON – SIZE OF ABSORBENT CORE

	SENI SOFT SUPER	SENI SOFT HE	SENI SOFT COMFORT
EASY FIT	1	1	1
FRIENDS CLASSIC	1	1	1

Seni Soft Super	58 x 83
Seni Soft HE	58 x 73
Seni Soft Comfort	52 x 83
Easy Fit	55 x 77
Friends Classic	54 x 75





**THANK YOU**

