



## **MEDIA RELEASE**

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### **When you're out and about CottonSofts has your bottom covered!**

Whether you're exploring the great outdoors this summer, dancing at an outdoor concert or shopping at the local mall, Kiwi innovator, Cottonsoft has developed two unique toiletry products for when you're away from home.

We all know what it's like to encounter public toilets that aren't up to scratch. The CottonSofts 2GO range ensures you can now feel confident when you need to go, out on the go!

The innovative **CottonSofts 2GO Toilet Tissue** is a coreless roll of 2ply tissue contained in a plastic clam-shell dispenser, for handbag size convenience.

The set comes with two additional refill rolls, each made up of 65 individual sheets. With an RRP of \$3.49 there's no excuse for getting caught short!

For added hygiene while out and about, **CottonSofts 2GO Toilet Seat Covers** have been designed to go 'everywhere your bottom goes'.

The 10 flushable toilet seat covers come in a plastic case, designed to fit easily into your purse or pocket. CottonSofts 2GO Toilet Seat Covers offer convenience and protection, ensuring your bottom stays far away from nasty bacteria. With an RRP of only \$1.99 they will be a must-have for Kiwis on the go.

Tracey Fookes, Cottonsoft Senior Brand Manager, says: "It's a first for the New Zealand market and we can see it revolutionising the everyday lives of Kiwis, from Mums taking their children to the local shopping centre, to teens at concerts and families 'roughing it' in the bush.

"This is a product that appeals to a wide audience and we think it will become an essential item for Kiwi handbags and backpacks," says Tracey.

CottonSofts 2GO products are available from leading supermarkets nationwide.

CottonSofts 2GO – "it goes everywhere my bottom goes!"

### **Ends**

For further information, please contact:

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### **About Cottonsoft**

Cottonsoft is a tissue-converting company which manufactures toilet tissue, paper towels and serviettes for New Zealand's supermarkets and commercial organisations. Its best-known brands are CottonSofts Toilet Tissue, KiwiSoft Toilet Tissue, Tuffy Paper Towel and the Award range.

Website: [www.cottonsoft.co.nz](http://www.cottonsoft.co.nz)