



MEDIA RELEASE
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CottonSofts Double Length Toilet Tissue means you will be Getting Double

If you're fed up of being the only one in your busy household who bothers to change the toilet roll to a fresh one, then CottonSofts Double Length rolls will have you seeing double, rather than red!

CottonSofts has launched a new toilet tissue, CottonSofts Double Length. It lasts twice as long so you don't have to change the roll as often.

The convenient CottonSofts Double Length toilet tissue fits on any normal toilet roll holder. It's more environmentally friendly than regular packs - a reduction in wrap and cardboard cores for the equivalent amount of toilet tissue.

Tracey Fookes, CottonSofts Senior Brand Manager, says "Increased convenience has meant double length rolls have taken off internationally. CottonSofts is bringing this exciting innovation to the New Zealand market and we expect it will be particularly popular for busy households and families as well as anyone who goes through a lot of toilet tissue!"

When you purchase a CottonSofts Double Length four pack you're buying the equivalent amount of toilet tissue that's in a regular eight pack. It's double the length and twice the convenience.

CottonSofts Double Length products are available from major supermarkets nationwide. Look out for CottonSofts cheeky twins and the bold new orange pack at your local supermarket. It's available in Softly White and Marine Splash.

Ends

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About Cottonsoft Ltd.

Cottonsoft Ltd. is a tissue-converting company which manufactures toilet tissue, paper towels and serviettes for New Zealand's supermarkets and commercial organisations. Its best-known products are CottonSofts Toilet Tissue and Tuffy Paper Towels.

Website: www.cottonsoft.co.nz