



MEDIA RELEASE
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Tuffy introduces new Pick-a-Size to Get a Grip on little messes

Messes come in all shapes and sizes - big, small, wet and dry - which is why Tuffy has launched a new paper towel with the versatility to accommodate all sizes.

Unlike regular paper towels, new Tuffy Pick-a-Size comes with extra perforations, allowing you to pick the paper towel size you need depending on the task.

The extra perforations in Tuffy Pick-a-Size give you flexibility and means less waste.

"Tuffy Pick-a-Size is a Kiwi first - now you can match the towel to the task at hand. Whether you need a small towel for covering your baked beans in the microwave or a larger towel for wiping down your bathrooms surfaces, Tuffy Pick-a-Size offers total versatility," says Rob Owens, Tuffy Product Manager.

Tuffy Pick-a-Size is one product of the new look Tuffy range which features all new packaging, print designs and Grip Factor embossing. The new embossing ensures Tuffy is flexible and 'grippy' to help trap and contain mess, whilst remaining strong and absorbent to effectively clean up those little spills around the house.

So whether you need a little towel, or one with a little bit extra, Tuffy Pick-a-Size lets you pick your paper towel size to suit to your needs!

Tuffy Pick-a-Size is available from major supermarkets nationwide.

Ends

For further information, please contact:
Sarah Ward
Porter Novelli New Zealand
P: 09 632 0524 or 021 2444 098
sarahw@porternovelli.co.nz

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