

# EnduraFiber™ Fluff 725S

Low energy demand • High fiberization •  
In one remarkable pulp

## End Uses

Baby diapers

Absorbent protective pads

Adult incontinence products

Feminine hygiene and  
health care items

## Typical Product Packaging

Roll Width (cm): 25.4–152

Roll Diameter (cm): 115–152

Core Diameter (cm): 7.6

Axially and radially stretch  
wrapped with poly

Capability for multi-roll  
packaging with master label  
and individual roll tags

Convenient QR code included  
in master labels

Our innovative EnduraFiber™ Fluff 725S pulp, made from southern bleached softwood Kraft fluff, is designed to cushion your product requirements and buoy your success. It's crafted from the finest loblolly and slash pine fiber, two leading southern softwood fiber choices for absorbency. Treated with a debonder, EnduraFiber Fluff 725S delivers a low fiberization energy and high percent fiberization, making it ideal for the manufacturing of sustainable, hygienic absorbent disposable products.

## What You Can Expect From Us

### Certification

Sourced according to SFI Certified Sourcing Standard.

### Purity

Produced using an elemental chlorine-free (ECF) process.

### Efficiency

Delivers a high level of brightness with a low energy demand and is also easy to de-fiber.

## Additional Product Information

### Sustainability

Recyclable. All WestRock North American mills are certified to the SFI®, PEFC™, FSC™ Chain of Custody Standards. Contact your WestRock sales representative for certified fiber availability for this product.

### Food Contact

Meets multiple national requirements for food contact packaging, e.g., US and Canada. Contact your WestRock sales representative for information on specific markets and end-uses. ISEGA Certificate available.

### Quality

Produced at an ISO 9001: 2015 registered mill.

### Environmental and Safety

Notices under US California Proposition 65 and the EU REACH regulation are not required. Meets heavy metal limits of the US Model Toxics in Packaging rules and Article 11 of EU Directive 94/62/EC.

### Typical Product Purity Properties

FDA Extractives Method 21 CFR 176.170: Passes. Heavy Metals—Antimony, Arsenic, Beryllium, Cadmium, Chromium, Copper, Lead, Mercury, Nickel, Selenium, Silver, Zinc: Non-Detectable. PAH's and Phthalate Esters; 22 Congeners: Non-Detectable.



## Grade Availability by Basis Weight / EnduraFiber™ Fluff 725S

Grade Code: WP725S

	Typical Range/Value	Units	Method
<b>Basis Weight</b>	719–770	g/m <sup>2</sup>	T-410 0M-02
<b>Brightness</b>	>84	percent	ISO 2470
<b>Density</b>	0.55–0.65	g/cc	T-411 0M-05
<b>Moisture</b>	6.3–9.8	percent	T-412 0M-02
<b>Mullen</b>	650–950	kPa	T-807 0M-03
<b>Fiber Length</b>	2.1–3.5	mm	T-271 0M-02
<b>Extractives</b>	0.1	percent	T-204 0M-97
<b>Ash Content</b>	0.1	percent	T-211 0M-02
<b>Kamas Energy</b>	<37	kWh/t	WI-00243/4
<b>Fiberization</b>	>85	percent	WI-00419/1
<b>Scan Absorbency Capacity</b>	>8.8	g/g	SCAN-C 33:80
<b>Scan Absorbency Time</b>	<5.3	s	SCAN-C 33:80

Notice: Data are averages of tests over a period of time. We do not imply compliance with these test levels on individual lots or samples.

## Available Trim Widths / EnduraFiber™ Fluff 725S

Roll Width										
<b>cm</b>	25.4	39.6	40	42.2	42.5	42.8	45.7	46	46.3	46.6
<b>in</b>	10	15.625	15.75	16.625	16.75	16.875	18	18.125	18.25	18.375
<b>cm</b>	50	50.1	50.4	50.8	54.9	55.2	55.5	55.8	60.9	61.2
<b>in</b>	19.68	19.75	19.875	20	21.625	21.75	21.875	22	24	24.125
<b>cm</b>	61.5	61.9	62.2	68.5	68.8	69.2	69.5	69.8	78.4	78.7
<b>in</b>	24.25	24.375	24.5	27	27.125	27.25	27.375	27.5	30.875	31
<b>cm</b>	79	79.3	79.6	80	91.4	91.7	92	92.3	92.7	93
<b>in</b>	31.125	31.25	31.375	31.5	36	36.125	36.25	36.375	36.5	36.625
<b>cm</b>	93.3	109.8	110.1	110.4	110.8	111.1	111.4	111.7	137.1	137.4
<b>in</b>	36.75	43.25	43.375	43.5	43.625	43.75	43.875	44	54	54.125
<b>cm</b>	137.7	138.1	138.4	138.7	139	139.3	139.7	140		
<b>in</b>	54.25	54.375	54.5	54.625	54.75	54.875	55	55.125		

Roll outside diameter: 150 cm (59"); Inner core inside diameter: 7.62 cm (3")

For more information, please contact your WestRock representative or visit our website at [westrock.com](http://westrock.com).

The information contained in this Product Guide is accurate to the best of WestRock's knowledge and belief. It is intended, however, only as an introduction to the typical properties of the product. WestRock disclaims any guarantee or warranty with respect to the accuracy of this information or, based on this document, with respect to the suitability of the product for any particular use, including, but not limited to, the compliance of the product with laws, regulations, or standards. This information is subject to change without notice.

Certificates Codes: SFI Certified Sourcing: NSF-SFI-CS-6S751, SFI CoC: NSF-SFICOC-6S751, PEFC: NSF-PEFCCOC-6S751 FSC Company Code: FSC-C104002

© 2017 WestRock Company. FSC, PEFC, and SFI are trademarks owned by their respective owners. All other trademarks and registrations noted herein including EnduraFiber, WESTROCK, WestRock and Design, and the WestRock Logo, are trademarks owned by WestRock Company. All rights reserved.

9/2017