AAT Disposable Underwear
Premium underwear for your brand.

Premium PL Need
- Underwear is largest incontinence retail segment: over $1 billion annual and growing about 5% per year
- Brands are expanding items on shelf to the detriment of your brand
- Premium items are now 15 - 20% of sales and no store brand presence

Premium Features
- Diamond Quilt Technology
- Tinted elastic strands
- Pulp-free absorbent core
- Soft non-wovens

Premium Consumer Benefits
- Superior Fluid Management - exceptional dryness, fast absorbency, Diamond Quilting for fluid channelling & absorbency speed
- Dignity Discretion, and Fit - Up to 50% thinner absorbent core, no bulky wood pulp, looks like regular underwear, 108 elastic strands
- Comfort - significantly improved thermal conductivity, soft & flexible before and after use, Diamond Quilting prevents bunching, soft non-woven cover

Award Winning
- Named worldwide Personal Care Product of the year at the 2017 INDA Hygienix Conference
- Other finalists were Kimberly Clark and Proctor & Gamble

Packaging Improvements
- Average cube reduction of 25%
- Significant shelf and supply chain benefits including utilization of limited shelf space, shipping costs, and warehouse space
- Improved environmental sustainability directly related to the smaller packaging cube and less materials used: fewer trucks used, less diesel fuel consumed, and less landfill utilized

FOR WOMEN
S/M
Hip size 28” - 44”
L/XL
Hip size 38” - 54”

FOR MEN
S/M
Waist size 28” - 44”
L/XL
Waist size 38” - 54”

Designed to be more dignified to wear®
**The AAT Difference**

**Fabric-like material against skin.**
Soft against your body, and moves fluid quickly through to reduce the sensation of wetness.

**2 layers of Diamond-Quilt**
Small super absorbing diamond reservoirs move fluid from one to the next quickly. Two layers work together to keep consumers much dryer.

**Embossed absorbent strip layer**
Fluid is channeled to the front and back of the product quickly so there’s no wetness build-up.

**Diamond-Quilt final layer**
Contains super fast-absorbing material to lock in any excess fluid to provide added insurance against leaks.

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**AAT is the only brand to replace bulky wood pulp with state-of-the-art absorbent technology.**