

# Improvement by Innovation

Our Solid Napkins are transitioning from coin emboss to pin emboss

- Overall Quality Improvement
  - *Eliminates wrinkles caused by coin emboss*
  - *Improved napkin edge-to-edge alignment*
  - *Even emboss thickness*
  - *Maintains same color vibrancy you know & expect from Hoffmaster*

- Improved On-shelf Presence
  - *Sits upright, no slumping in packaging*
  - *Complementary presence when merchandised alongside printed napkins*
  - *No wrinkles at retail*

This transition will be a rolling change to all solid napkin formats. Item numbers & UPCs will remain the same, with the exception of Dinner Napkins 1/8 fold.

## **Transition:**

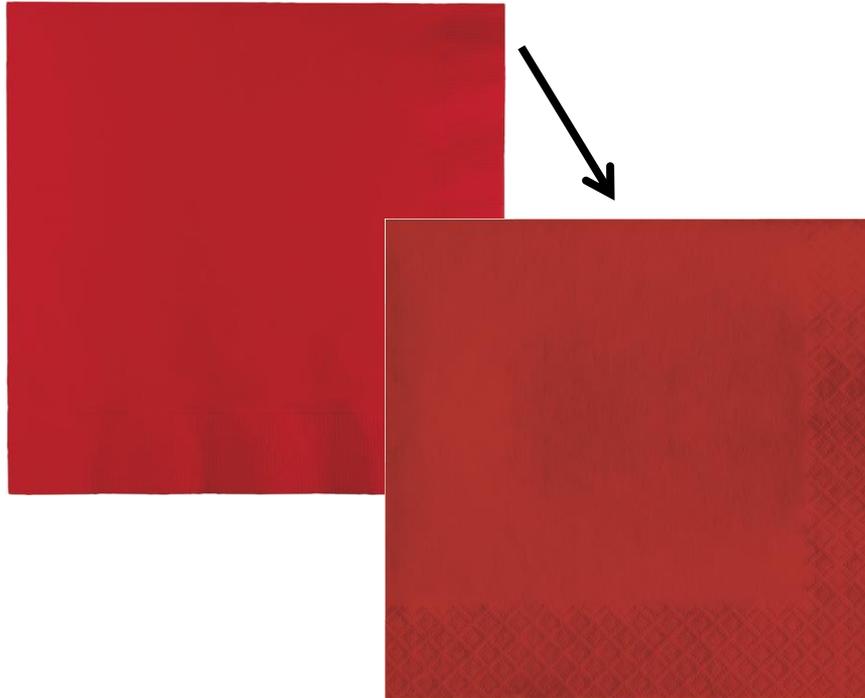
- Beverage Napkins: 86% complete
- Luncheon Napkins: 82% complete
- Dinner Napkins 1/4: begins Dec '25
- Guest Napkins: begins Dec '25
- Dinner Napkins 1/8: transitioning to a GT, begins mid-Nov '25



Pin Emboss Edge

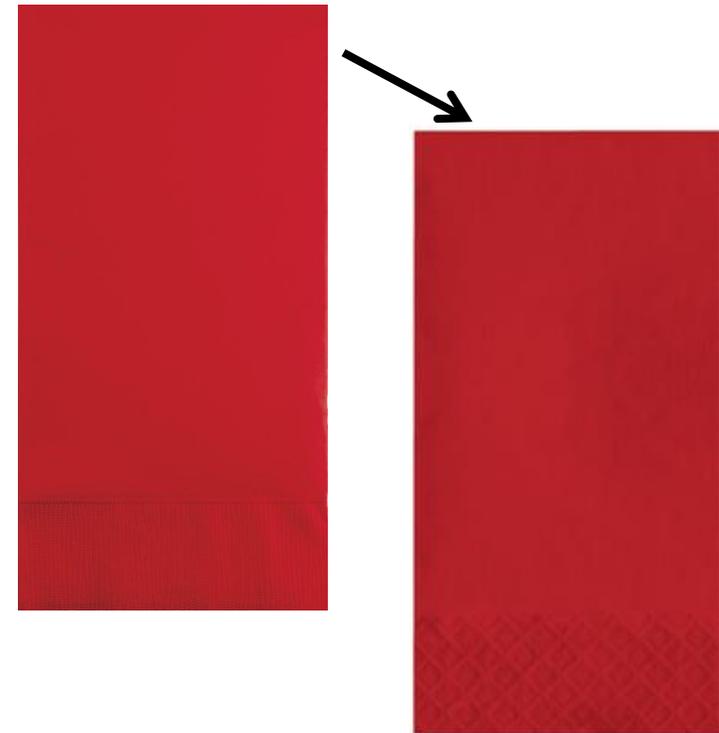
# DN ¼ fold & GTs - Size Change

3ply Dinner Napkins – ¼ fold



- Current size: 16”x16”, New size: 15.75”x15.75”
- No change to raw material spec or ply
- Maintaining ¼ fold
- Item #s and UPCs stay as-is

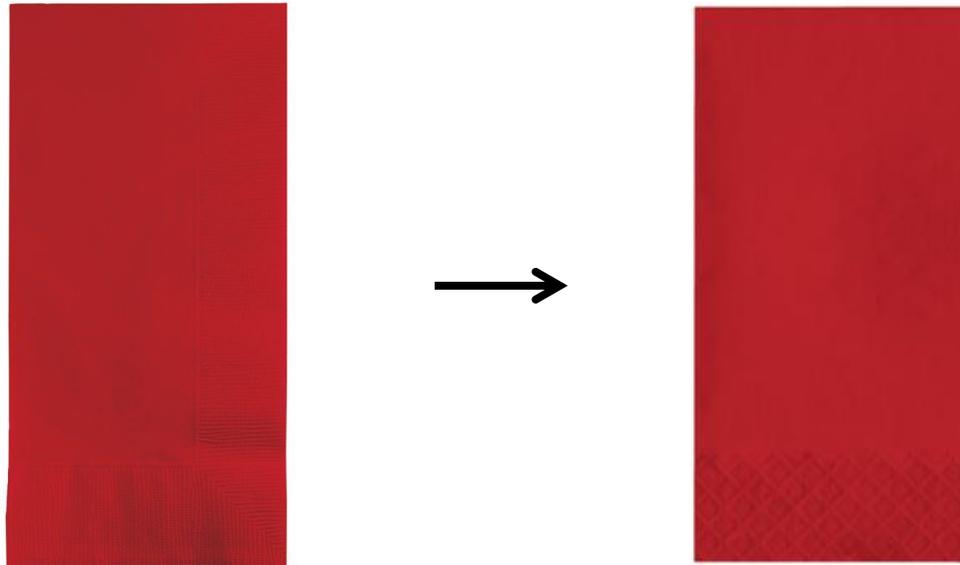
3ply Guest Towels



- Current size: 16”x12.75”, New size: 15.66”x11.66”
- No change to raw material spec or ply
- Maintaining 1/6, top-down fold
- Item #s and UPCs stay as-is

# 2ply Dinner Napkins 1/8 fold

**This format is transitioning to a 2ply Guest Towel 1/6 fold**



- New item #s and UPCs are needed
- Maintaining same 50ct & 100ct packages
- Current size: 16”x16”, New size: 15.66”x11.66”
- No change to raw material spec or ply
- Format is moving to state-of-the-art manufacturing asset
- Your rep will soon be sharing updated price files