

## PRESS RELEASE

### For Immediate Release

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**Shemesh Automation Wet Wipes joins forces with WipeMeWorld and Elsner to build a complete turn-key solution, manufacturing WipeMe™ flushable, moist toilet paper on a roll.**

This is a completely new and innovative development that allows converters and globally known brands access to a new innovative market for moist toilet paper on a roll.

WipeMe™ brand owners WipeMeWorld commented that; “The partnership, between these three world-renowned companies, has seen the creation of a solution that will enhance the nonwoven industry and open all new categories in that space”.

“The joint turn-key solution provides best-in-class, fast and economic automatic machines to manufacture WipeMe™, patented flushable wet wipes on a roll - It will change the way consumers view traditional toilet paper and wet wipes”.

WipeMe™ is a new product which is fully recyclable, eco-friendly and dramatically increases consumer hygiene while providing unique, state of the art, flushable moist toilet paper on a roll. WipeMe™ doesn't require changing any of the consumer landscape and it fits any traditional toilet paper holder.

The award-winning WipeMeWorld Company is delighted to present their unique flushable wet wipes toilet paper product, created after 4 years of research and hard work. After development was fully complete, the company partnered with two machine designers who specialized in building complete, automatic machines as turn-key solutions: Shemesh Automation Wet Wipes, specialists in automated packaging solutions, and Elsner Engineering Works, Inc, specialising in rewinding and perforating.

Thanks to their joint efforts, these three companies are delighted to present a turn-key solution that is completely new to the market and is fully patented. WipeMe™ flushable Moist Toilet Paper is much more hygienic, disposable and accessible than traditional toilet paper. It is suitable for all age groups and genders and is very user-friendly. No existing habits or behavior need to be changed, as it feels and looks just like traditional toilet paper.

As the leader in rolled nonwoven wipes converting, Elsner's rewinding and perforating experience is key to producing a high quality roll. Already familiar with the challenges of handling a wide range of nonwoven materials, Elsner were perfect partners for this innovative project. Based on their existing fully automatic ENR-1000 rewinder, Elsner added core feed capability to the design for a dedicated machine model for the WipeMe project. Building on years of experience working with Shemesh

Automation to provide full turn-key systems, the journey from rewinder to packaging is completely seamless.

To learn more about the **WipeMeWorld** Flushable Moist Toilet Paper on a roll and its characteristics, please visit <http://www.wipemeworld.com>

**About Us:** WipeMeWorld Company is a global leader in wet wipes tissue production that delivers its innovative products to households, hospitals, hotels, restaurants and workplaces around the world. The hygiene solutions developed by the company's experts comprise tissue, round shape dispensers, service and maintenance.

To learn more about **Elsner engineering**, please visit <https://www.elsnereng.com>

**About Us:** Founded in 1934, Elsner Engineering Works, Inc., has earned a worldwide reputation for leadership in the design and manufacture of a wide range of converting equipment for the paper, film, foil, and nonwovens industries. Virtually every type of consumer roll product can be wound, rewound, packaged, or folded on an Elsner-built machine.

To learn more about **Shemesh Automation**, please visit:

<http://www.shemeshautomation.com>

<http://www.sawetwipes.com>

**About Us:** Operating out of the UK and Israel, Shemesh Automation and its arm Shemesh Automation Wet Wipes is an internationally renowned company with a leading presence in the global packaging and nonwovens markets. Blending the very best of British business culture with the excellence of Israeli engineering SA has enjoyed over 25 years as a family owned and operated business, and supports over 800 machines across 30 countries around the world.