

**ELSNER: GREAT
PARTNER FOR UP-AND-
COMING CONVERTERS**

It All Starts with a Good Idea

It all starts with a good idea. In this day and age, product development can come from anyone, anywhere. However, no matter how great the idea is, actually implementing the idea can be a different story. Let's face it: is difficult for large scale converters to justify working on smaller quantity jobs or jobs that require development and do not have any long term guarantees.

That's where the [ELSNER Tech Center \(ETC\)](#) comes in. We can help customers take a good idea and see it through to productive reality. Our operations are small (when compared to most of our customers) and nimble. We don't mind spending a day with a customer working through the basics from material supply to blade and perforation selection to package size and format.

From rolled canister wipes to rolls of aluminum foil ELSNER has decades of experience in manufacturing machinery for converting products with optimal efficiency. The experience is why we created the ETC.



ABOUT THE ELSNER TECH CENTER: OUR MISSION:

As longstanding experts in the converting machinery industry, the ELSNER Tech Center's (ETC) mission is to help fill manufacturing gaps for both established converters AND new-to-the-market or outside of the U.S.-based converters with overflow or new/pilot product converting needs, product development, substrate/material testing, manufacturing process optimization and technical training. So, what's it look like when someone partners with the ELSNER Tech Center?



CHECK OUT THIS ETC
CONVERTING STORY:

WHOOOSH! + ELSNER

After determining that WHOOOSH! was not ready for a standard contract converter, the ELSNER team took a large role in assisting with their final product development.



PRODUCT DEVELOPMENT

Here's How ETC Helped WHOOSH!

[WHOOSH!](#) is an up-and-comer, describing themselves as the “next generation of clean” specializing in products to sanitize technology devices.

They wanted to add a canister wipe to their product line and the quantities they wanted to run were lower than what converters in the marketplace need to justify breaking into their production capacity. That's where ETC stepped in.



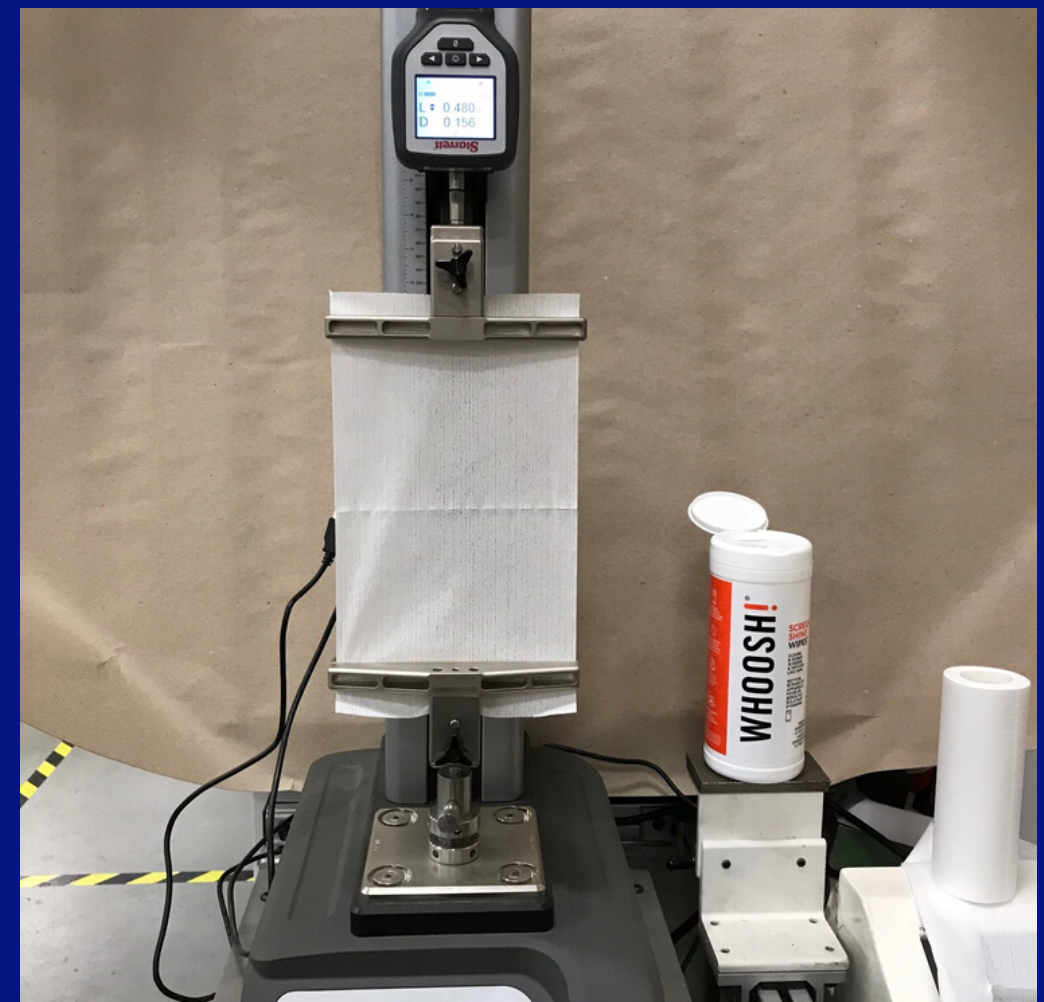
HERE'S HOW WE HELPED

Package Development

ELSNER worked with vendors for canister sizing and label dimensions. Selection of a cap that would allow the insertion of their unique polish cloth.

Substrate Testing

ELSNER helped WHOOSH! sample materials and tested perforation patterns to achieve an acceptable pull strength and machine performance.



HERE'S HOW WE HELPED

Production & Manufacturing Optimization

ELSNER did multiple trials and low volume production runs, increasing the quantity as we progressed. Using our fully automatic [ENR-Series rewinder and full canister production line](#), we gave the WHOOSH! team a feel for what the long term, higher volume costs would be.

A few bumps along the way, such as the need to vent the seal on top of the canister, turned into valuable learning for both ELSNER and WHOOSH! with the initial product in the hands of their customers, WHOOSH! was able to get a foot hold in the market and began receiving larger and larger commitments from their targeted customers.



ENR-G3



ENR-1000

HERE'S HOW WE HELPED

Vendor Partnership Development



Once WHOOSH! reached the quantity needed, ELSNER introduced them to longstanding ELSNER customer [National Towelette](#), premier manufacturer of unique products across a broad span of markets. National Towelette has the strength of a large wipe company with the ability to perform small, customized runs, and WHOOSH! was a perfect fit. They convert on the same type of ELSNER perforator rewinders that are used in the ETC which means continuity of quality and consistency.

PARTNERS NOT COMPETITORS

ELSNER is not out to compete with the refined operations of our customers but we are able to help new brands break into the market. Converters can ask themselves: Do we have an overflow of production demand and a need a short-term capacity boost? Do we have smaller volume job or a new product pilot test that doesn't fit into our production schedule? Are we looking to enter the U.S. Market or are new to the wipes industry and need a startup partner?

**LET THE ETC BE THE PARTNER TO TAKE YOU
TO THE NEXT CONVERTING LEVEL.**

“I Love it When a Plan Comes Together”

“This is just like John “Hannibal” Smith used to say on every episode of The A-Team, 'I love it when a plan comes together.' This shows that the ELSNER Tech Center is working exactly as we intended. Whoosh! came to us and needed help getting their product off the ground. Our sales and ETC Teams worked with them to refine their needs and make those first low volume production runs. As their needs have grown, they can now take the business to National Towelette, who is equipped to help them even further by adding the efficiency of a fully-refined production line.”

-ELSNER PRESIDENT / CEO, BERT ELSNER II

**”We now see the
benefits it
offers!”**

“We have had a great relationship with ELSNER for many years. We were initially unsure of how their Tech Center was going to operate and not compete with their customers. However, we now see the benefits it offers. We have been able to use their facility for our testing and welcome the opportunity to help WHOOSH! increase their capacity.”

-NATIONAL TOWELETTE PRESIDENT, TIM BROCK

NEED

HELP

WITH A PURPOSE-BUILT SOLUTION?

CONTACT US AT EEW@ELSNERENG.COM