

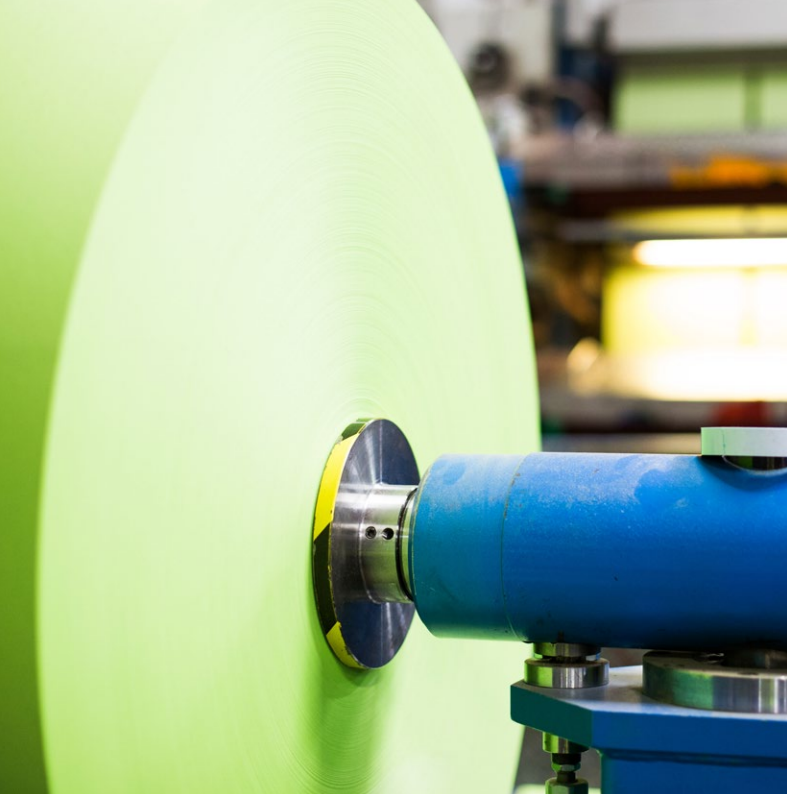


fiblon

IDEAS AND INSPIRATION
FOR RESTAURANTS,
FROM THE KITCHEN TO
THE DINING ROOM.

Making the world more sustainable,
one napkin at a time!





Fiblon – Napkin Factory from Pori, Finland

Fiblon strives to make the best napkins and wipes for cleaning and table setting. We say best, because they help you serve your customers with the highest quality and build a better world for all of us.

Making the world a better place, one napkin at a time

All of our products from napkins to cleaning wipes for professional use are manufactured in Finland in a responsible, safe and environmentally friendly manner. Products that are manufactured according to our Smart Choice concept can generate cost savings and deliver added value to our customers. Responsible choices help support biodiversity and avoid the redundant use of natural resources.

Say it on a napkin

Softlin napkins can be personalised according to your specific wishes, and you can use the napkin, for example, to convey an important message to your customers. This brochure provides six examples of personalisation. What would you like to say to your customers?

A napkin expert at your service

A napkin can also promote your brand image or communicate your values. We are more than happy to help you if you want to learn about napkin trends or if you need tips for creating an eye-catching table setting – your success is our success!

You can learn more about our products
www.fiblon.com.

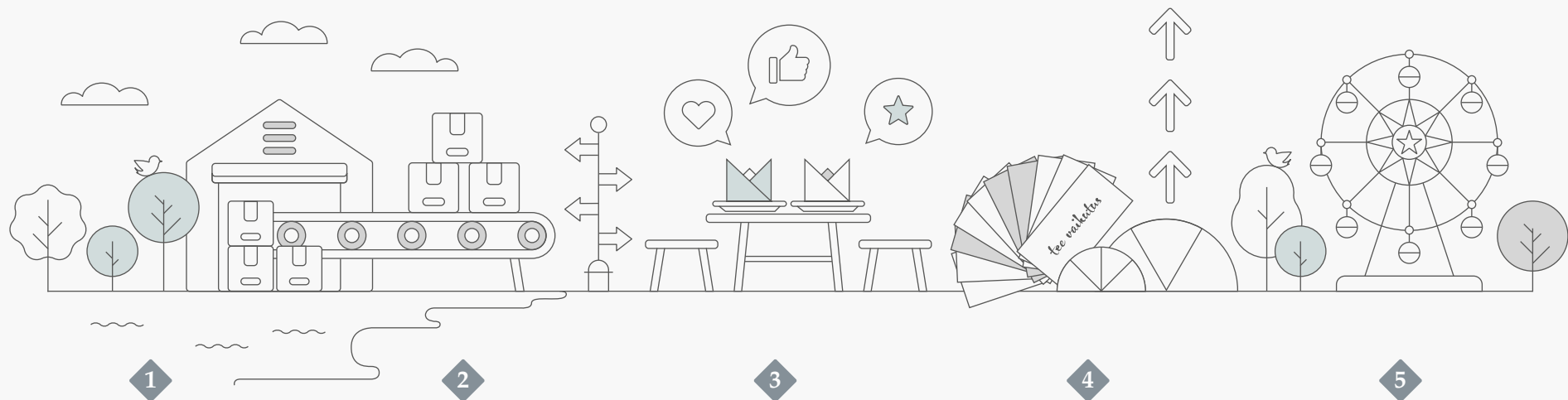
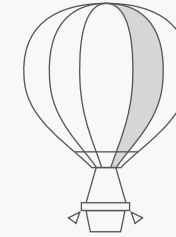
Do not hesitate to contact us, we'd be happy to tell you more!

Anne Ekberg
Vice President, Brand and Communication
Fiblon Oy



Verkkopalvelun
tunnustuskoodi
FIBON 0150748

Why choose Softlin napkins?



1

Natural resources

Carefully and wisely chosen products ensure the sensible use of natural resources. Local production ensures a transparent supply chain and reduces carbon emissions from transportation. Most of our products are fully biodegradable.

2

Cost savings

Optimal usability keeps costs and waste to a minimum. A well-designed product takes into account a wide range of applications. A napkin can serve as an effective communication and marketing tool.

3

Personalisation

Personalised products improve the visibility of your brand and leave a lasting impression on your customers. They distinguish you from your competitors and get your message across to the customer. Images of personalised napkins in photographs of food help promote your brand in social media.

4

Additional sales

An appealing presentation facilitates additional sales. Messages on the napkin contribute to the marketing of your brand.

5

Memorable experiences

People are always looking for memorable experiences. A memorable experience can be created by paying attention to little details, and investing in visual elements is an important part of that. You can surprise your customers by using different colours and shapes in your table setting.

Customer experiences



“Fiblon always provides us with fresh ideas and views. They listen to our wishes, and different options are always tested in practice before the final decision. Our staff has provided positive feedback, especially on the technical qualities of the napkins and wipes. **The basket napkins stay clean-looking and subtly absorb grease, even from croissants.** Our personalised napkins tell our customers that we prefer domestic suppliers and environmentally friendly production methods. The text prints are easy to design and modify for each campaign.”

MINNA VAINIO, CHAIN MANAGER,
COFFEE HOUSE

“We appreciate a Finnish manufacturer that provides us with just the right quantity of products we need to have in stock at a time. The products have to be both practical and feel pleasant to the skin. It’s a small but vital part of the customer experience.”

SARI NIEMINEN, RESTAURANT MANAGER,
RESTAURANT ALEKSIS

“A napkin is like a business card for us. We can use it, for example, to communicate our organisation’s values or to tell our customers about recycling in a simple way. UniCafe napkins are the perfect combination of aesthetics, practicality, and responsibility. Beautiful and communicative prints steer customers gently towards right decisions. **We found a perfect partner in Fiblon that shares our values of responsibility.**”

OUTI LUUKKONEN, DEVELOPMENT COORDINATOR,
UNICAFE RESTAURANTS



“ We are satisfied with the partnership between Fiblon and us because they understand our needs, listen to our wishes and pay detailed attention to our colour schemes. **We have received excellent service from Fiblon in terms of napkin ideas and design services.** Thanks to Fiblon’s warehouse monitoring system, the logistics work flawlessly.

Package sizes, delivery quantities and print quality are extremely important to us when purchasing products. The best part, however, has been the smooth cooperation: reliability, a friendly service and a professional approach make working with Fiblon easy.”

TUIRE PURANEN, DEVELOPMENT MANAGER,
SERVICA

“ Customers take a lot of pictures of food and post them on social media, so **a napkin with the company logo works as a clever marketing tool.**”

SUSANNE LINDBLOM, RESTAURANT MANAGER,
CLASSIC PIZZA RESTAURANT

“ The Bio Fibra wipe is **easy to use due to its innovative packaging.** An excellent product – guarantees a high level of hygiene!”

KRISTA KYYTÖNEN,
OPERA KITCHEN KANRESTA

Selection

SOFTLIN BASIC NAPKINS

Tissue paper – soft and absorbent. The napkins are made of safe and high-quality material that feels pleasant to the skin. Material is biodegradable and has a FSC®-certificate.

- 24 cm 1-ply
- 24 cm 2-ply ★
- 24 cm 3-ply
- 33 cm 1-ply 1/4
- 33 cm 2-ply 1/8 ★
- 33 cm 2-ply 1/4 ★
- 33 cm dispensernapkin ★
- 33x24 cm 1/6
- 33x33 cm z-folded
- 33x33 cm 1/8 bookfold
- 33x25 cm dispensernapkin
- 39 cm 2-ply 1/8 ★
- 39 cm 2-ply 1/4
- 39 cm 3-ply 1/8
- 39 cm 3-ply 1/4 ★

★ Stock product

PLEASE LOOK AT THE WHOLE RANGE
FIBLON.COM/PRODUCTS

SOFTLIN CLASSIC NAPKINS

Airlaid paper – elegant, strong and easy to fold. Choose a Softlin Classic napkin when you want to make a good first impression.

- 24 cm
- 33 cm
- 33x39 cm cutlery napkin ★
- 39 cm ★
- 39 cm 1/8
- 48 cm ★
- 48 cm 1/8
- 24x12 cm coaster ★
- Towel 54x39 cm

Personalise any product you want

The napkins can be personalised to support the visual image of your company. Use the napkins to tell your unique story or to convey an important message to your customers.





Softlin personalised products are excellent marketing tools.



OTHER PRODUCTS:

- Softlin Classic Softnapkin 24x39 cm ★
- Softlin Classic Basket napkin 48 cm ★
- Softlin Classic Bip 30x30 cm
- Softlin Classic Tray napkin
- Softlin Classic Tray cover
- Softlin Head rest cover
- Fiblon biodegradable sauna bench cover
- Fiblon Hot towel

PLEASE LOOK AT THE WHOLE RANGE
[FIBLON.COM/PRODUCTS](https://www.fiblon.com/products)

Softlin – when you want everything to be just right.

Try our easy and inspiring tips. Inspiration, experimentation and successful business.

LOOK OUR VIDEOS AT YOUTUBE.

 FIBLON OY AB

FIBRA®

CLEANING WIPE for kitchen professionals



We develop the FIBRA® product family with 40 years of experience on commercial kitchens behind us. Our convenient packaging solution spares your time, and our material choices spare the environment. However, we have spared nothing to deliver high quality.

- The food safe **FIBRA®** cleaning wipes are designed for all types of dry and wet wiping in professional kitchens. The cleaning wipe, made of polyester and viscose, is a handy, hygienic and affordable product designed for daily use in professional kitchens.
- The **BIO FIBRA®** cleaning wipe is the right choice for professionals who value the environment. The food safe and FSC-certified cleaning wipe is made of 100% viscose and is fully biodegradable. The cleaning wipe is a great product for keeping both your kitchen and the environment clean.

You can choose the perfect product according to your needs:

- **Basic** is a basic cleaning wipe suitable for all kinds of wiping.
- **Classic** is a larger cleaning wipe suitable for all kinds of wiping. The wipe can also be attached to a floor mop.
- **Handy** is a specially packaged wipe designed for small and limited professional kitchen spaces (only available as a BIO-wipe).

Enjoy your work!

BIO FIBRA® Basic

40 x 50 cm 100 pcs

▲ FSC-certified
93201
GTIN 6416584932011

FIBRA® Basic

40 x 50 cm 140 pcs

93199
GTIN 6416584931991

BIO FIBRA® Handy

40 x 50 cm 35 pcs

▲ FSC-certified
93182
GTIN 6416584031820

BIO FIBRA® Classic

45 x 58 cm 100 pcs

▲ FSC-certified
93159
GTIN 6416584931595

FIBRA® Classic

45 x 58 cm 50 pcs

93358
GTIN 6416584933582

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fibraliina.fi