

Dunilin

The disposable linen napkin. Embossed, soft, thick for high quality perception.
Available in unicolors and designs

Features (max 5)	Reason for being - Why	Segment	Benefits (max 3)
Soft	Fabric embossing that looks like linen	Hotels	Possibility to fold for events
Embossed	Rectangular size that stays on your lap		The advantage of linen without the hassles
Thick	Softness for nice feeling on the mouth		Appealing to the touch and the eye
Uni and designs	Adapt mood to the season	FSR	The advantage of linen without the hassles
40x40 cm	Folding stay in place		Appealing feeling to the touch and the eye
48x48 cm	Heavy feeling for high quality perception		Specific napkin size that stay on the lap of the guest
40x54 cm			Lasts for more than a meal
		Health & Care	Use designs to adapt to an activity, an event or create a specific mood

Sustainability argumentation



Here would then be environmental argumentation about FSC, ecoecho, ok compost, Swan, RAL or other - Here would then be environmental argumentation about FSC, ecoecho, ok compost, Swan, RAL or other



Financial argumentation

- To compare with linen napkin. Purchase cost of Dunilin versus Lease/wash cost, replacement cost, handling cost, transport cost, lost/damage napkins.
- Willingness to invest in menu price (including drinks).
→ 30EUR menu, 1% of investment = 0.30€