

Avery Dennison Performance Tapes

# Adding Value to Pant-style Diapers and Briefs

## **How a small, additional feature can make a big difference for hygiene**

In recent years, pant-style disposable baby diapers and incontinence briefs have grown in use and popularity. According to a 2015 report by Nielsen, training pants for toddlers are now common in Western Europe and the United States, while pants for infants have started to make their way from Asia to the rest of the world. Meanwhile, pant-style disposable briefs have long been marketed to adults who suffer from incontinence, but who still have an active life.

For consumers served by each of these market segments, pant-style diapers and briefs deliver a more underpant-like experience than traditional open diapers. With the product's greater elasticity and fit, they provide higher levels of comfort.



## What do open diapers have that pant-style products lack?

What the pant-style products usually lack, however, is built-in system for proper disposal. Traditional, open diapers and briefs have dual purpose side tabs that not only close the product while its worn, but can be used to “seal” it into a compact, clean package for hygienic and discreet disposal. Most pant-style products, with their closed design, lack these tabs.

## A small feature that can improve hygiene

This is not a trivial issue. Easy-to-use disposal features can help keep caretakers’ and/or wearers’ hands clean, cut the presence of harmful bacteria, and contain unpleasant odors.

In countries lacking reliable infrastructure for garbage handling, these features can also improve overall health and safety. According to a 2017 HuffPost India story by Sonam Joshi, their use can help garbage pickers avoid illness, and limit the exposure to and spread of bacteria.

For these reasons, applying a disposal tape during conversion is gaining popularity among manufacturers of pant-style diapers and incontinence briefs. The main purpose of the tape is to give the product the same disposal feature as open diapers.

## The Avery Dennison solution

Avery Dennison recommends brand owners and converters to consider the addition of a laminated disposal tape, also known as a Z-fold tape, to the back of their pant-style products. Such an addition not only adds functionality to the product, but can add value to a brand.

Our Z-fold tapes, which are designed for easy conversion with a conventional tape applicator, are ideal for this application. Their three-layered structure opens effortlessly and extends to approximately 2.5 times the original length. Once unfolded, these tapes can be securely wrapped around the pant to form a tightly packed ball for sanitary disposal.

As a leading innovator and expert in the personal care field, Avery Dennison works closely with the industry to understand consumers’ evolving needs. Our disposal tapes are engineered for ease and safety, and are used by a wide variety of personal care brands. Learn more at [personalcare.averydennison.com](http://personalcare.averydennison.com)



**For more information on our bonding tapes and adhesive solutions, call us:**

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