

Discover
the brand new
Heavenly Soft®



Heavenly
Heavenly Soft®

THE BRAND RESTYLING

Clean hygienic feeling.

YESTERDAY

TODAY

Heavenly[®]
Soft



Heavenly **Soft**[®]

Heavenly[®]
Choice
Double Layer



Heavenly **Soft**[®]
DOUBLE LAYER

DIS  SOLVETECH
By Heavenly Soft[®]



Heavenly **Soft**[®]
DIS  SOLVETECH

CONFIDENCE[®]



CONFIDENCE[®]
BY HEAVENLY SOFT

BUILDING LEADERSHIP BRANDS

FOCUS ON FINAL
CUSTOMERS' NEEDS 



EXPERTISE

ENGAGEMENT 



SUSTAINABILITY

OUT FROM THE CROWD

The new package designs are characterized by a simple appearance with only the essential graphic elements.

SAME PRODUCT, SAME CODE FOR A BRAND NEW TIDY PACKAGING

This simplification is extended to all the product lines packaging and is adding more in terms of values, products and services.



SIMPLE READING
OF PRODUCT DATA

TIDINESS
SENSATION

ELEGANT
APPEAL

QUALITY
INSPIRING

MORE CHANCES TO REACH TARGET CONSUMERS

SOFIDEL AMERICA

Sofidel America is the manufacturing division located in the United States of the Sofidel Group, the second-largest European integrated paper group and the sixth worldwide for production capacity. With the latest technologies and manufacturing innovations, and thanks to the products offer of its brands Heavenly Soft, Heavenly Soft Double Layer, Heavenly Soft Dissolve Tech and Confidence, Sofidel America is committed to grow in the U.S. Away-From Home and At-Home markets as dynamically as the Sofidel Group has grown its business in Europe.

Distributor