

Protecting goods, health and nature.

Airlaid for a better world and a better tomorrow



A close-up photograph of four hands of different skin tones cupped together, holding a small, round, green moss ball. The background is a blurred green field. The text "PROTECTING GOODS, HEALTH AND NATURE." is overlaid in white, bold, sans-serif font on the right side of the image.

**PROTECTING
GOODS, HEALTH
AND NATURE.**

From the very beginning, our vision was to make a sustainable contribution to future-proof products by developing airlaid without glue, latex or chemical binders, and thus to help the preservation of the environment.

For example, by extending the shelf life of food products, our airlaid makes a significant contribution to avoiding food waste throughout the entire production and supply chain, resulting in a significant reduction in CO₂ emissions.

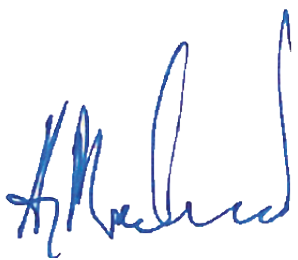
This reduction of CO₂ emissions amounts to a multiple of our own emissions in production and is thus a valuable contribution to making better use of the resources available on earth and protecting them in the best possible way.

The careful selection of raw materials and their origin also plays a major role in reducing waste and CO₂ emissions. We therefore rely on certified raw materials from sustainable cultivation in order to keep our own ecological footprint as low as possible.

We are continuously working on further optimizing our production processes and conserving resources. For us, sustainability does not end with the responsible production of our airlaid. Rather, we are constantly developing products and applications from our airlaid that significantly support protection and sustainability in many industries.

*"Our visions of
yesterday
are the innovations of
today"*

"Protecting goods, health and nature."



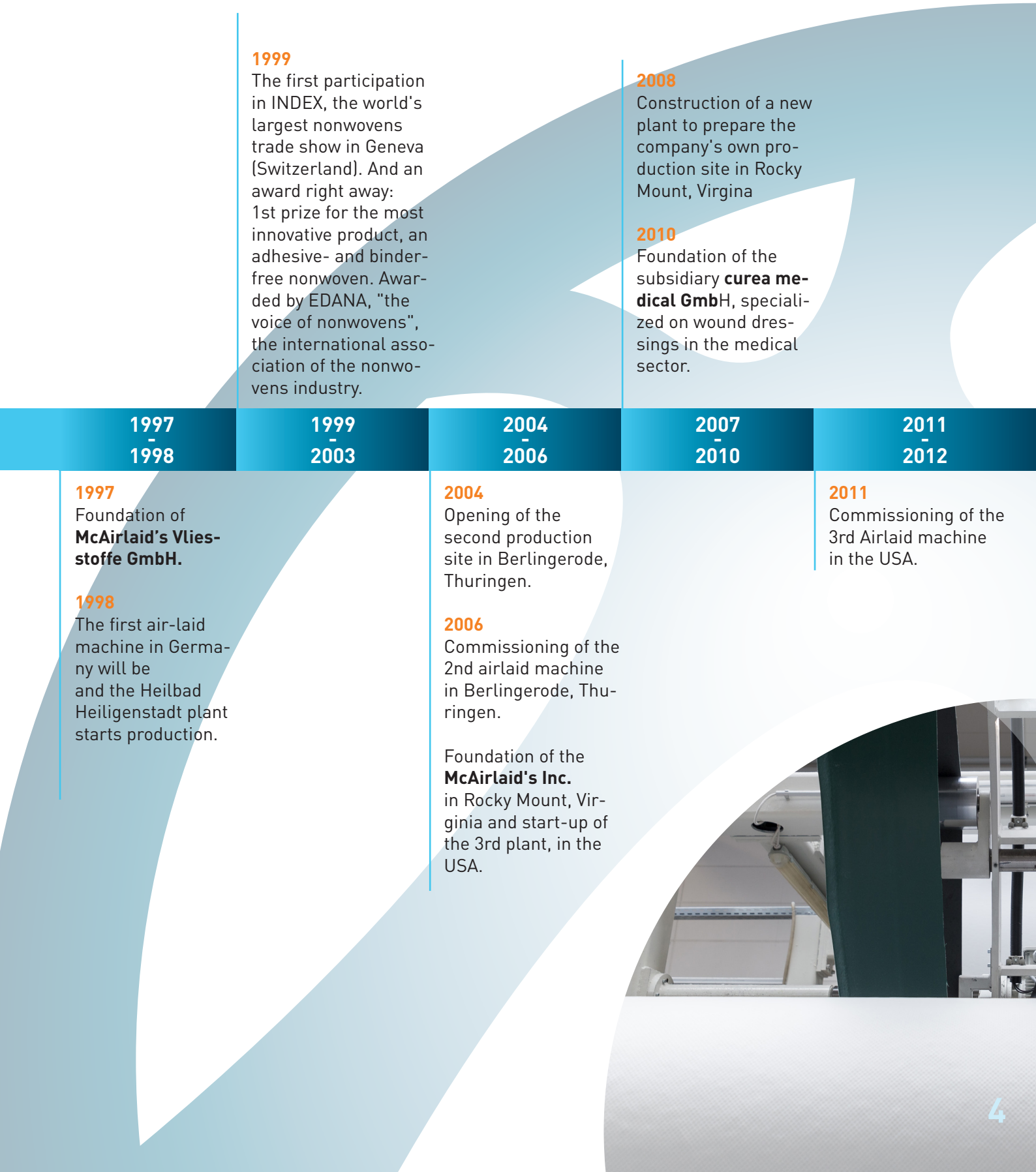
Alexander Maksimow
CEO



Andreas Schmidt
COO

In the beginning was the invention to waive binders

How a revolutionary production idea became our success story





2014

Start of production of the 4th airlaid machine in Berlingerode, Thuringen.

2017

New sales organization for cigarette filters, GENIA.

2018

Opening of a further production site in Selm for the further processing of airlaid products.

2023

Awarded the title of "Hidden Champion" by the State of Thuringia and the State Development Corporation.

**2013
-
2015**

2016

**2017
-
2018**

**2019
-
2022**

2023

2016

New development of SuperCorePlus technology.

2019

Production start of the 5th airlaid machine in Berlingerode, Thuringen.

2022

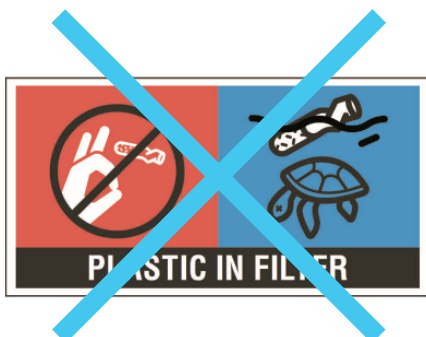
Development of the Tornado separation technology at the Berlingerode site.

Expansion of the production site in Selm.

McAirlaid's 25th Anniversary.

Can't we do it without?

GENIA - the compostable alternative to cellulose acetate filters





With GENIA, we are ridding the land and oceans of virtually rot-proof plastic waste from cigarette butts.

Every day, around 15 billion cigarettes are smoked worldwide, and although littering cigarette butts into the environment is prohibited worldwide, around 60% still end up there. This corresponds to an annual amount of over 650,000 tons of plastic waste that pollutes nature.

The cellulose-acetate filters used so far in almost all cigarettes decompose only after 10-15 years, and in salt water even after several centuries.

Nevertheless, plastics remain from the acetate which, as nano-elements, can no longer be filtered after incomplete decomposition and can thus enter the food chain.

With GENIA, we have developed a filter made of pure cellulose that completely decomposes within a few weeks and does not contain any plastic components. At the same time, our airlaid has comparable filtration properties and also guarantees the full taste when smoked.

Worldwide, there is no alternative material to GENIA for the cigarette industry, which is why more and more well-known manufacturers have recognized the advantages of our material and are working with us to develop alternatives for their product series.

The increasingly stringent legislative requirements against plastics in disposable products (European Single Use Plastics Directive) make this market the most dynamic factor in our company's history.



Sustainability through less food waste

MeatPads | FishPads | FruitPads | VeggiPads | CheesePads | OvenPads





Our pads for food packaging ensure significantly longer product shelf life and more attractive product presentation.

As Europe's No. 1 and the world's No. 2 supplier of Food-Pads, almost everyone has already come into contact with our products.

Whether for meat, fish, vegetables, berries, or cheese, McAirLaid's FoodPads are used worldwide to improve the shelf life of packaged foods. Juices released are absorbed by the airlaid, inhibiting bacterial growth and preserving the visual appeal of the packaged goods for longer.

In this way, we make a valuable contribution to reducing food waste and thereby achieve a significant contribution to CO₂ reduction far beyond food waste.

Our MAP* enhancer pads halve the packaging volume needed for foodstuffs packaged under inert gas because they actively generate the inert gas used over a defined period of time. In this way, we not only significantly reduce the amount of plastic required for packaging, but also ensure twice as much product on the truck during transport or on the same space on the sales shelf.

With just one percent less food waste due to our pads, the expend/safe-ratio of CO₂ saved compared to our emissions caused during production is already a hundredfold.

More quality of life and freedom of movement

Absorbent products for nursing, feminine hygiene and incontinence

In the truest sense of the word, our "core competence" is in the sustainable production of components for feminine hygiene products.

Since adhesives, binders or latex partially seal the surface when pulp fibers are bonded, the absorption capacity of our airlaid is higher in the two-digit percentage range, which enables significant product advantages for our customers.

With the same absorption performance, our airlaid not only saves resources but also makes for thinner products that are more comfortable to wear.

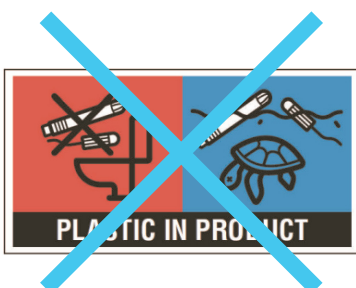
The European Single Use Plastics Directive (SUPD) labels products that contain plastics and will also tax them in the future.

Our EN 13432 certified, fully compostable airlaid material helps feminine hygiene product manufacturers avoid this labelling requirement, increase comfort and produce more sustainable products for consumers and the environment.

With our LayDry and x-top brands, we help people affected by incontinence to enjoy a better quality of life.

The significantly higher absorption performance of our airlaid due to the proprietary manufacturing process also makes a valuable contribution in the inpatient and outpatient care and treatment of people with incontinence. LayDry bed underlays ensure a more restful sleep by providing a dry lying feeling and protecting bedding and mattresses.

x-top for men is a special protective cover for men with incontinence. It absorbs urine, traps it leak-proof and thus also prevents unpleasant odors. Completely inconspicuous and child's play to change, x-top helps to preserve freedom of movement and thus provides a clear plus in the quality of life of men with incontinence.





Innovation in Care

Airlaid as wound dressing in exudate management

The work of curea medical focuses on improving patients' quality of life through the management of difficult-to-heal wounds.

Excellent exudate management in wound care is ensured by the P1/P2/P3 wound dressings from curea medical. McAirlaid's wholly owned subsidiary is the brand for top quality airlaid products in medical wound care.

Sterile absorption mats for the operating table and non-slip step mats for the safe standing of medical staff round off the range.



curea medical has a certified quality management system according to ISO 13485 for "design, development, manufacture, storage and distribution of sterile and non-sterile medical devices for wound care, patient care, incontinence care and drainage mats".



McAirlaid's as a development partner

Listen - Understand - Develop - Improve

Why we first try to see products through the eyes of our customers before we implement a custom-fit development.

Not all airlaid is the same! With over 100 different processing machines, from product finishing to packaging, each of our products is unique and precisely developed and optimized for the required application.

Whether as a consumer product in retail packaging ready for sale or as a product component for industrial operations designed for high-speed production. Whether as a custom-made pad or as a 120 cm wide roll. Whether laminated, equipped with super absorbers, colored or in natural white...



...at the beginning of a customized airlaid there is always a conversation with the exact identification of the requirements and production conditions, so that our technicians can develop exactly the specification that leads to a perfect product for our customers.

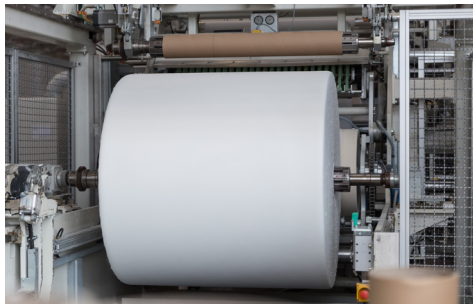
In the same way, we always come up with our own product ideas in order to develop new markets from the positive properties of our air-laid and our own innovative drive.



Well protected through and through

Why our innovation and technology edge is so significant





We always try to develop faster than we can be copied.

The production idea of a binder-free air-laid was already revolutionary and won the prestigious Index Award of edana in Geneva in 1999.

We have been innovative from the very beginning and continue to invest in our product development in order to further expand and protect this lead in the best possible way.

Numerous patents and utility models protect our technological inventions against inferior copycats and ensure that our customers can secure their success in the long term.

At the same time, our certifications (ISO 9001 / ISO 50001 BRC / FSC / PEFC) are the guarantee for our customers that we continuously meet the highest possible standards in product quality and hygiene, which we have regularly checked with regular audits.

Always close to the customer

At home in Germany, at home in the world - locations and distribution

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