



New wrapping

Identical products inside

The packaging design on all our incontinence products are updated to a more modern layout and selected products will also be given new product names.

Inside, it is the same high-quality products as you know and love them.



New product names

New product names on selected products. Easy to decode and distinguish between.

New detailed image

Enjoy updated product images.

New features

New symbols that are easier to decode and recognise.



30% post-consumer recycled plastic bag

The bag is 30% PCR, which means made from plastic materials used by consumers. This will allow us to reduce our plastic waste and to help take care of the environment.

In details - what and how

The new design is more intuitive and easier to decode, and the product names have been adjusted to more well-known names in the market. The overview below will help you see what has been updated and what is exactly the same.

The simple answer is that the product is exactly the same - it is only a new wrapping.

What is new?

- New product names;
 - ABRI updated to ABENA.
 - ABRI-Form updated to ABENA Slip.
 - ABRI-Flex updated to ABENA Pants.
- New item numbers and bar codes.
- New detailed product images.
- Symbols updated and new features added.
- Improved, reader-friendly text on the breathable textile backsheet.
- Logistics and pack-count optimisation are performed on selected products.

What stays the same?

- The exact same product inside the bag - same high-quality product.
- Soft, breathable, and skin friendly quality.
- Optimum leakage protection.
- Available in the same sizes and absorption capacities.
- Colour coding and absorption-level indicators are the same.
- Same certificates and labels as you know it.

NEW

packaging design and product names



From Abri-Form to ABENA Slip

From Abri-Flex to ABENA Pants