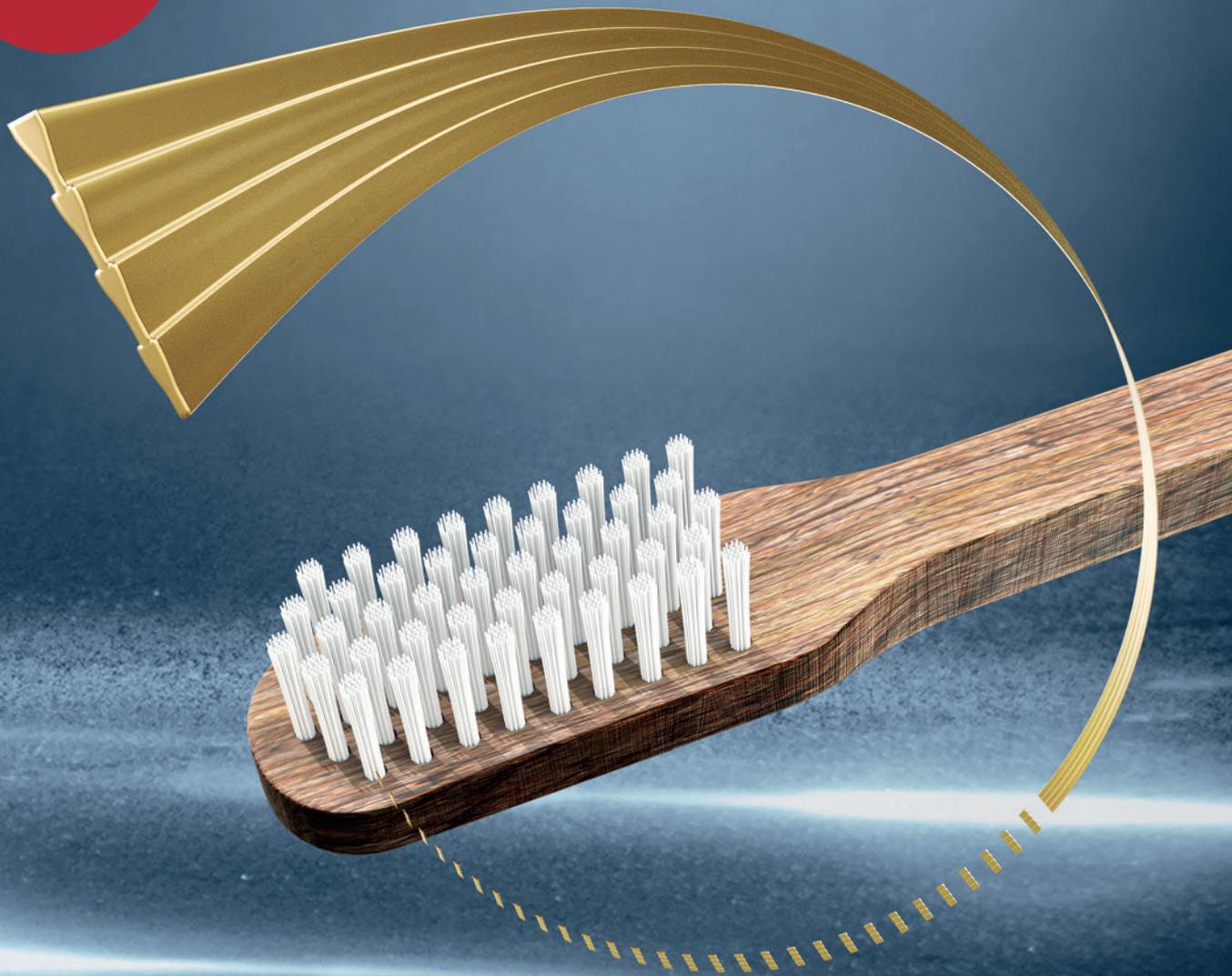


**NEW!**



# bercobrush arrow

ANCHOR WIRE FOR BAMBOO TOOTHBRUSHES

**PATENT PENDING**

**bedra**  
intelligent wires

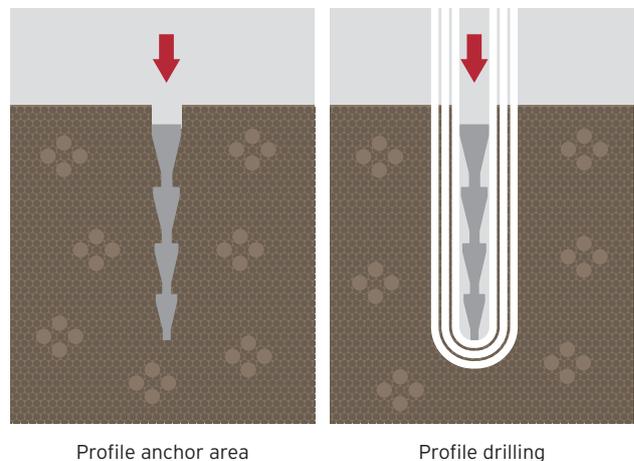
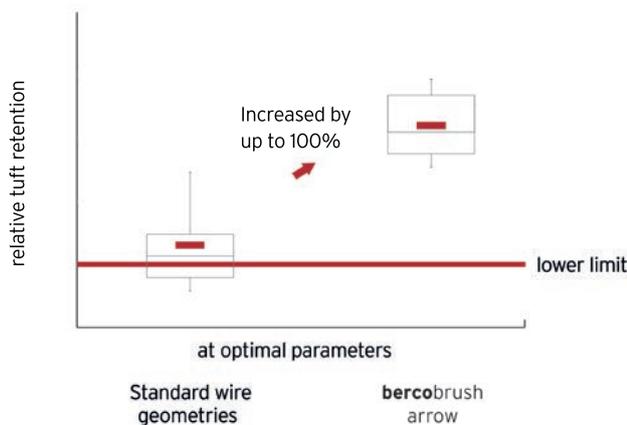
# bercbrush arrow

## The new arrow-like anchor wire

The demand for toothbrushes made of biologically renewable raw materials to protect the environment has increased significantly in recent years. However, it's difficult for existing wire geometries to meet the tuft retention requirements for these new renewable materials. Enter a new anchor wire for bamboo toothbrushes from the market leader bedra: **bercbrush arrow**. Our innovative design dramatically improves tuft retention, exceeding industry requirements by more than 100%. Due to the arrow-like shape of the anchor wire, the bamboo fibers are displaced smoothly during the punching process. The fibers then relax and distribute themselves into the interstices of the wire, delivering the increase in tuft retention.

- No deformation of the anchors during punching
- No damage to the fibers during punching
- Excellent dimensional stability and accuracy during the punching process
- Exceeds industry tuft retention requirements by more than 100% in comparison to standard wire geometries.
- Also suitable for wooden toothbrushes

Increased  
tuft retention  
by up to  
**100%**



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intelligent wires