

FOR IMMEDIATE RELEASE



Botani Launches Smooth Blunt Wraps

Proprietary process creates a great tasting blunt wrapper with a smooth texture that can be used reliably and efficiently on an industrial scale so brands can reach more cannabis consumers.

ALPHARETTA, Ga. (March 30, 2023) – Brands looking for a great tasting, natural and tobacco-free blunt wrap that's easy to package, ship and store now have a new option: [Botani Smooth](#). This natural hemp wrap is made using a proprietary process to create a premium blunt wrap with a smooth texture and that provides a pleasurable smoking experience.

"We have used hundreds of years of papermaking experience to develop a hemp-based blunt wrapper that smokes smoothly and evenly without tobacco," said Alex Boone, Managing Director at Botani. "This makes our smooth wrappers the ideal product for brands looking to differentiate themselves and go to market quickly, cost effectively and efficiently."

Botani Smooth benefits:

- Great tasting
- Hemp-based natural wrap
- Tobacco-free
- Easy and affordable to package sustainably
- Maintains pliability after opening
- Fully customizable (colors, branding, infusions, and more)
- Affordable to ship and store
- The perfect natural complement to premium flower

Unlike traditional blunt wraps that are fragile, prone to cracking and contain hidden costs, Botani Smooth wraps don't dry out or become brittle. Plus, they are easier to store and package, and run well on high-speed production equipment. In fact, they're specifically designed to be used reliably and efficiently on an industrial scale so brands can reach more cannabis consumers.

“We wanted to offer our customers another premium product that’s fully customizable for brands looking to differentiate themselves in a hyper-competitive market,” said Boone. “Botani Smooth can drop into existing packaging to make it seamless for brands to change the look of their product and reach an even wider audience of discerning consumers.”

For more information, samples, or to schedule an interview, please contact Sacha Cohen, sacha@themaverickpr.com, 202-251-9417

About Botani

Botani is a premium hemp and botanical solutions business delivering innovative hemp wraps, fillers, and rolling/pre-roll papers to the natural fibers industry. As a part of Mativ, a global leader in specialty materials created through the merger of SWM International and Neenah, Inc., Botani inherits over 400 years of history in paper and natural fiber technology. From craft manufacturers to large-scale MSOs, Botani redefines premium natural fibers product manufacturing with customizable and scalable offerings for businesses looking to deliver an elevated consumer experience. Botani’s time-tested sustainable processes reconstitute hemp into fillers, produce rolling papers, and create natural hemp wrappers which allow brands to scale quickly without compromising quality. For further information, please visit Botani’s website at www.botani.com.