



ETS to participate in Tissue World 2017

Presenting science and consumer preference data demonstrating how single-use towels are the preferred and the most hygienic way to dry hands after washing

Brussels (Belgium) – February 23, 2017 - The European Tissue Symposium, [ETS](#), is to take part in Tissue World Milan. As well as being present with a booth, **hall 3 – booth C850**, the Symposium will participate in the speaker programme with a presentation on the latest science on paper towels by ETS chairman, Roberto Berardi.

The world's largest trade fair specifically dedicated to the tissue business, Tissue World takes place from 10-12 April in Fieramilanocity, Milan. Established over 20 years, the show is a truly global event attracting almost 3000 participants with tissue makers, converters and suppliers from 89 countries around the world. It features the very latest innovations and technological advancements in tissue manufacturing and offers an excellent opportunity for networking with industry decision makers.

Ing. Berardi's presentation - entitled '**User preference and scientific studies results converge: paper towels are a much better choice than air dryers**' - is on **Monday 10th of April at 15.00hr**. It draws on consumer preference research as well as studies undertaken by leading microbiologists at the Universities of Leeds and Westminster which find jet air and warm air hand dryers can spread bacteria and viruses in a washroom environment.

"Science shows that single-use towels offer the most hygienic hand drying solution," explains Roberto Berardi. "Our consumer research also finds that 90% of people have a preference for paper towels over jet air dryers when faced with both options in the washroom."

This year's fair will place a strong focus on sustainability with a 'Most Sustainable Exhibitor Award' presented to the exhibiting company demonstrating measurable commitments towards sustainable practices in its booth construction, waste management, transportation, print, health and safety, etc.

ETS is particularly supportive of this focus on sustainability, "We applaud Tissue World for the strong lead it is taking in the area of sustainability," commented Roberto Berardi. "It is vital for the future of our sector and this award sends a clear signal throughout the industry to make it a top priority."

For links to all studies see <http://europeantissue.com/hygiene/studies/>.

Ends

About ETS

ETS is the European Tissue Paper Industry Association. The members of ETS represent the majority of tissue paper producers throughout Europe and around 90% of the total European tissue production. ETS was founded in 1971 and is based in Brussels. For more information www.europeantissue.com.

Editorial contacts:

duomedia

Jony Maesele | tel. +32 2 560 21 50 | jony.m@duomedia.com

ETS

Roberto Berardi | tel. + 39 011 8128810 | info@europeantissue.com