

NEWS RELEASE

European Tissue Symposium partners with duomedia** to raise awareness of paper tissue hand hygiene benefits**

Trade association set to roll out an integrated, multi-channel communications programme

Brussels (Belgium), 21st October 2013 - duo**media**, a leading pan-European B2B public relations agency based in Brussels, Belgium, has been tasked with promoting the paper tissue industry by the European Tissue Symposium (ETS). The collaboration will see duo**media** devise and implement a fully integrated, multi-platform communications programme. The overarching aim is to highlight paper tissue as the safest and cleanest hand-drying solution in the 'away from home' markets, including healthcare, cleaning and facilities management, horeca and public services.

"As ETS is broadening its studies about hygiene properties of tissue solutions, the time is right to appoint an agency with a proven track record of successfully rolling out integrated PR programmes," says Roberto Berardi, ETS Chairman. "We've been impressed by duo**media**'s passion for our industry, as well as their pan-European reach. They have PR experts operating in the major cities across Europe, which will enable us to build stronger relationships with media in local markets.

"As with all ETS activities, the communications programme will be undertaken in close collaboration with the member companies. Our primary objective is to educate key markets on the unique properties and benefits of using paper tissue in general –particularly the superior level of hand hygiene it offers."

Anja D'Hondt, founder and managing partner at duo**media** comments: "We're a great fit with ETS for a number of reasons. We have a strong footprint in the paper and related vertical industries, and enjoy close relationships with media outlets serving these markets. We've worked with trade associations many times, and understand how important it is that all ETS members can contribute to the communications programme. We greatly welcome any ideas that members have. We're very keen to tap into their expertise, and collectively move the paper tissue industry forward."

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

About duomedia****

Founded in 1999, duo**media**'s mission is to build reputation, create visibility, buzz and market share for its clients through a cross-media multichannel approach. duo**media** engages people in B2B technology and industrial markets across Europe and internationally. Services include strategic pr consulting, newsroom and media outreach, media buying, social media, testimonials, newsletters,

localization, and press/trade events. The agency's office is located in Brussels (Belgium), and supported by regional team members in Munich, Frankfurt, Milan, London, Paris, Barcelona, Moscow and a US partner near Boston.
Find out more on [duo**media**.com](http://duomedia.com) | [Twitter](#) | [YouTube](#) | [Blog](#)

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