

Management and Markets Session

The Global Tissue Market Outlook

Esko Uutela, Tissue Market Consultant, RISI, Germany

World tissue consumption well exceeded 27 million tons in 2007 and continued on its long-term growth pattern of nearly four percent per year. The annual volume growth is now about one million tons and even more, as strong tissue demand growth in emerging markets, not in only China but also in Latin America, Eastern Europe and the Near and Middle East, counterbalances slowing growth in the traditional main markets. By 2016, world tissue consumption is expected to rise by more than 10 million tons to exceed 38 million tons.

The global tissue business is one of the few continuously growing and dynamic paper industry branches, attracting new players to invest in new facilities, even in maturing markets such as North America. Tissue has been principally local or regional business but is now becoming increasingly international and competitive. Exports from China have grown strongly and are competing successfully with local producers in several Asian-Pacific markets. Chinese tissue exports have also entered the North American continent.

Massive investments with new capacity coming on stream showing its effect in 2008-2009 together with the recent turmoil in the world economy will negatively affect the global tissue business, in spite of the fact that tissue is a rather non-cyclical product. Although growing world markets can absorb increasing quantities of new capacity, it is likely that 2009-2010 will remain less prosperous than the period 2004-2007 in the global tissue business.

What Tissue Producers are Doing to Improve Awareness of the Big Advantages of Tissue Solutions

Roberto Berardi, Chairman, European Tissue Symposium, Belgium

ETS (the European Association of the Tissue producers) is increasingly focusing its activity on studies and initiatives aimed at promoting Tissue Products in the market place, particularly in those segments, like AFH hand towels, where alternative technologies (textile, air driers) exist.

Recent studies include:

- A Users Preference study run in different countries among Tissue Towels, Textiles and Air Driers, which clearly indicates that tissue wins everywhere on all the aspects.
- An Hygiene study recently completed by Westminster University, which confirms that the number of bacteria left on the hands after drying is substantially lower for Paper Towels, when compared with any Air Drier, including the new generation ones. Important measures of the contamination of the environment are also compared.
- A deep LCA study with KCL in Finland about the carbon foot printing of toilet tissue and hand towels and the LCA of hand towels.

The outcome of these studies and the initiatives to promote their awareness will be addressed during this presentation and also in other specific sections.

Sustainability in the Tissue Business

Speaker to be Named, Kimberly Clark, USA

A Comparison of the Drying Efficiency and Hygiene of Paper Towels with Electric Hand Dryers

Keith Redway, Senior Academic, University of Westminster, London UK

This paper will look at the comparative efficiency and hygiene of paper towels and electric dryers for hand drying. It will consist of four parts as follows:

Part A: The drying efficiency of different hand drying methods.

Part B: Changes in the number of different types of bacteria on the hands before and after drying using paper towel, warm air dryer and Dyson Airblade dryer.

Part C: Potential contamination of other users and the washroom environment caused by paper towel, warm air dryer and Dyson Airblade dryer.

Part D: Bacterial sampling of Dyson Airblade dryers in public washrooms.

Carbon Labelling and Application to Tissue Products

Roland McKinney, Fibre Research Consultants, UK

Carbon footprint labels were launched in April 2007, in the UK, when the first consumer product (potato chips) carried on its wrapping estimated carbon dioxide emissions arising from their consumption. Tesco, the UK's largest supermarket chain, having worked with the Carbon Trust, introduced carbon footprint labels on a range of products in April 2008. Although these did not include any tissue products, Tesco have stated that they plan to have carbon labels on all the products they sell.

However, carbon labelling is far from simple so methodology and calculations will be open to dispute. Currently, there are no national or international standards, though in the UK the Carbon Trust and DEFRA (both UK government-sponsored bodies) have recently published PAS 2050, a publicly available specification, expected to become the basis for an international standard.

This paper examines the PAS 2050 as well as alternative methods available for assessing carbon footprints and discusses their respective strengths and weaknesses, and illustrates these by a simple comparison of different tissue products based on virgin and recycled fibres.

The Role of Healthy Forests in the Global CO2 Balance

Roine Morin, Environmental Manager, SödraCell, Sweden

The forests of Sweden and Europe, growing and well-managed, are most probably Europe's greatest contribution to countering the doomsday scenario represented by the threat of climate change. All growing forests take in and bind CO₂, exchanging it for oxygen via the famous photosynthesis process.

The term 'well-managed' is a key one here as actively growing forests bind much more CO₂ than mature forests. In Sweden, for example, after about 80-90 years the trees are no longer binding more CO₂ than they are producing. The ecosystem is balanced.

The impact of forests can be enormous. In Sweden the total level of CO₂ emissions from all activities is some 54 million tonnes per year, while the Swedish forests bind more than 100 million tonnes annually through growth. Increasing growth by 50 per cent, which is considered to be feasible, would be an extremely cost-effective way to further reduce CO₂, equivalent to the total amount of Sweden's emissions.

This presentation will explain the important role that well-managed forests can play in the global balance of CO₂ in the atmosphere and the Carbon footprint of Södra.