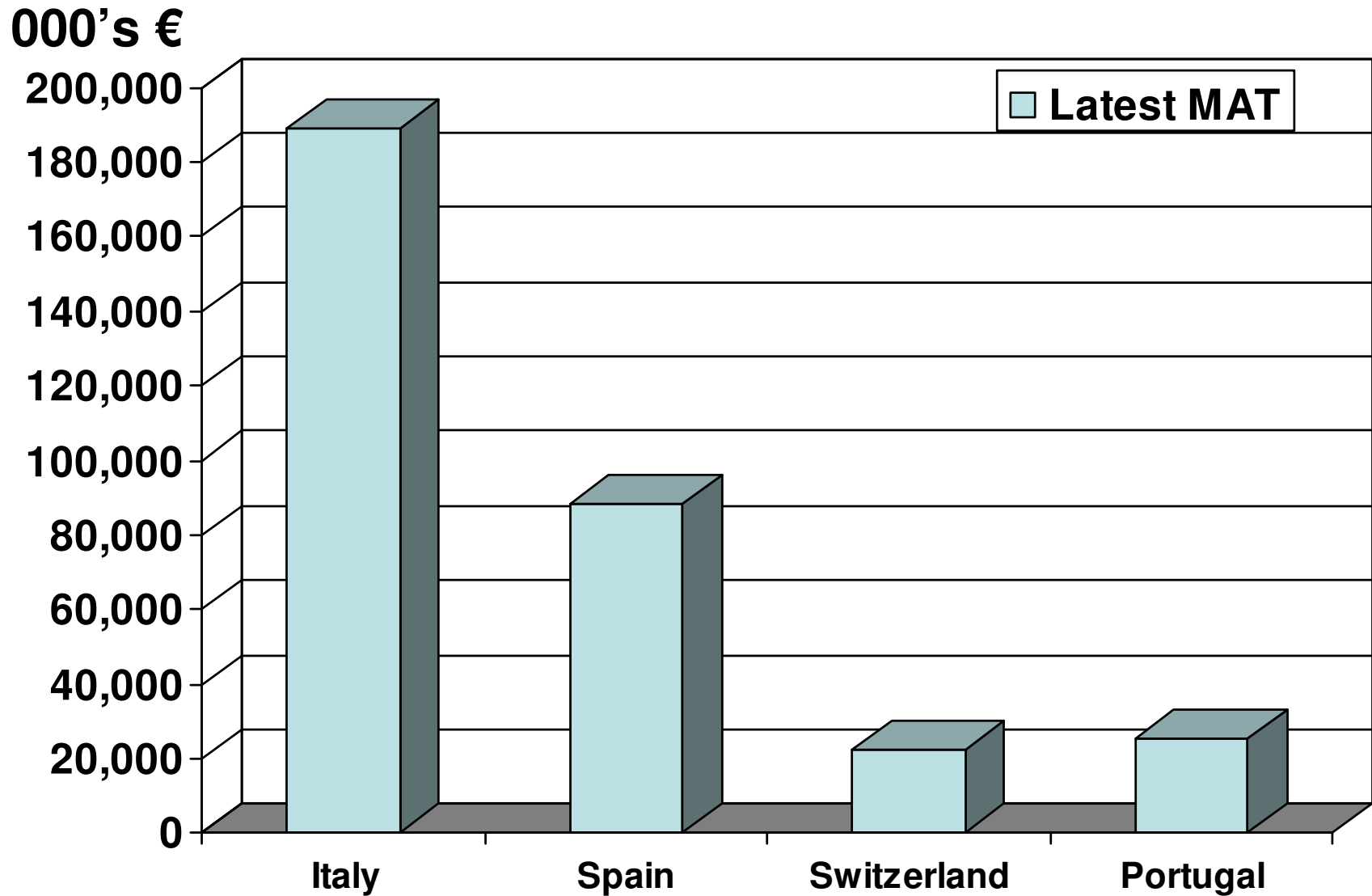


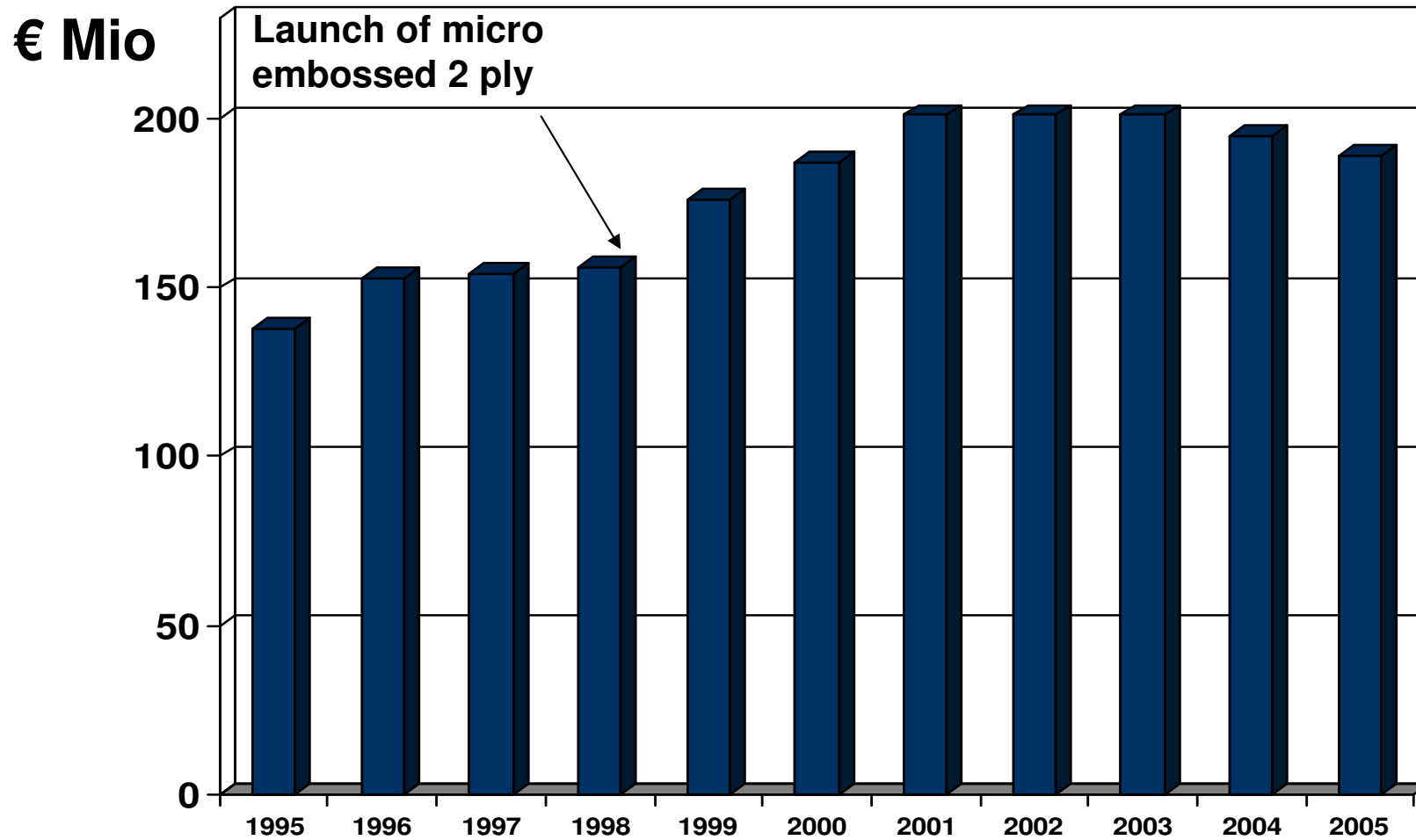
# **The Italian Napkins Market Opportunity**

# Napkin's, a substantial market opportunity worth over 180 Million Euros in Italy



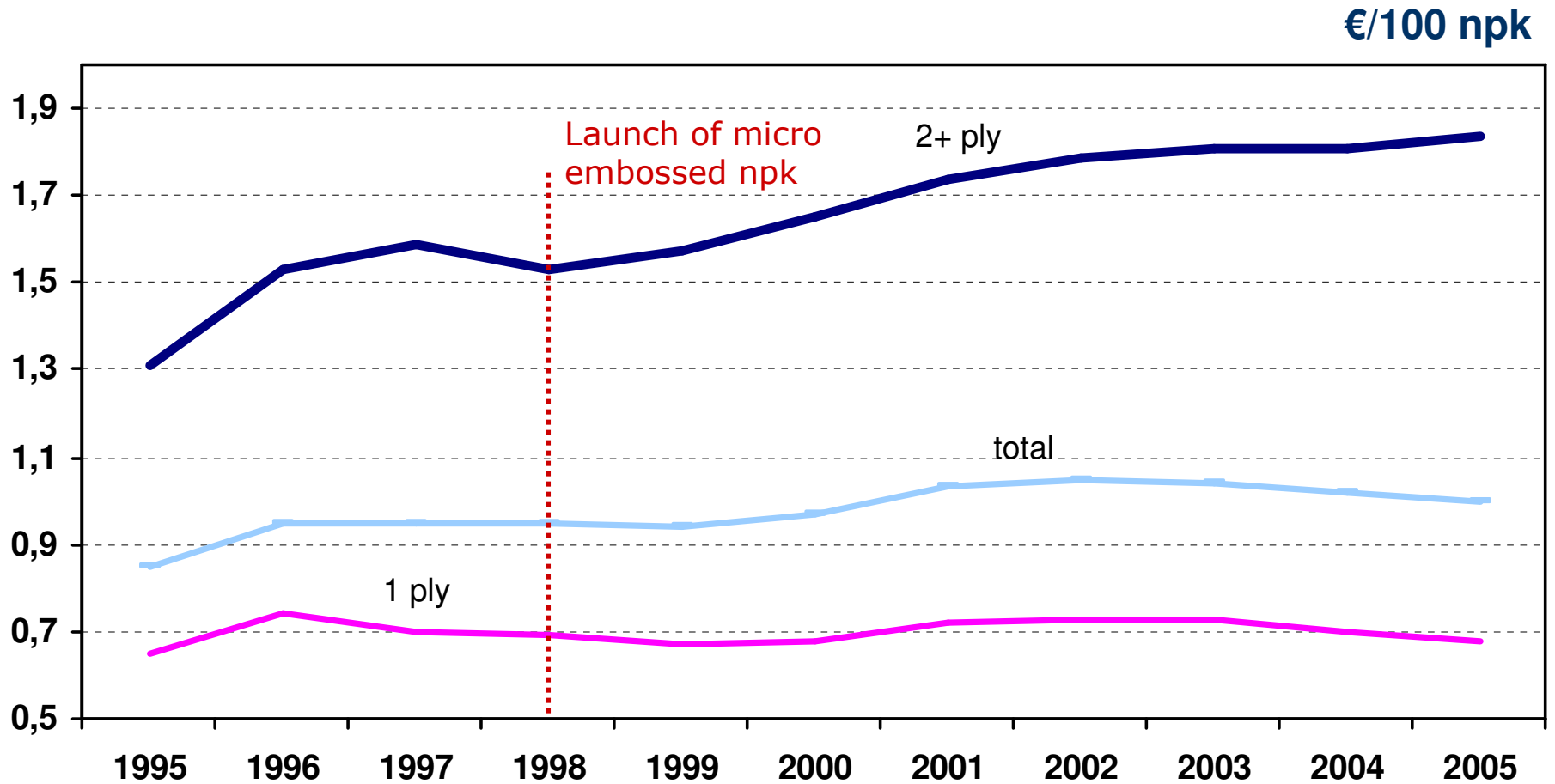
Source: ACNielsen

# Italy Napkins Market Value Trend

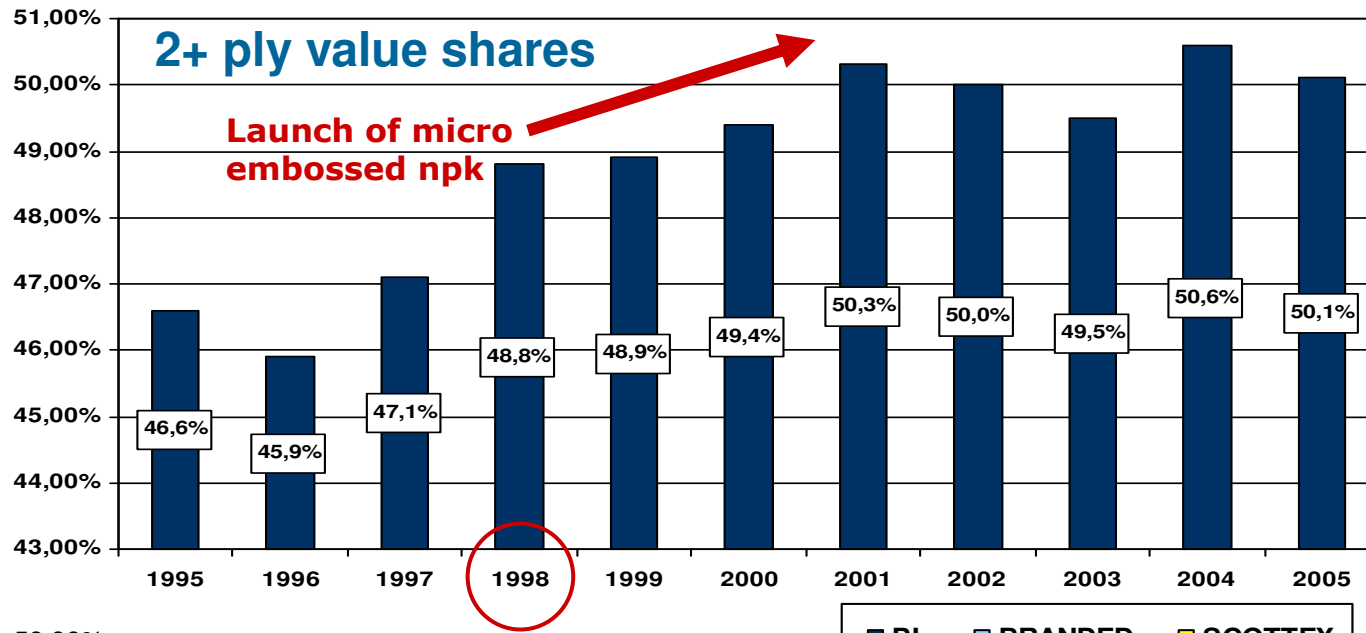


Source: ACNielsen Tot Italy

# Average RSP Per 100 Napkins driven by launch of micro-embossed 2 ply

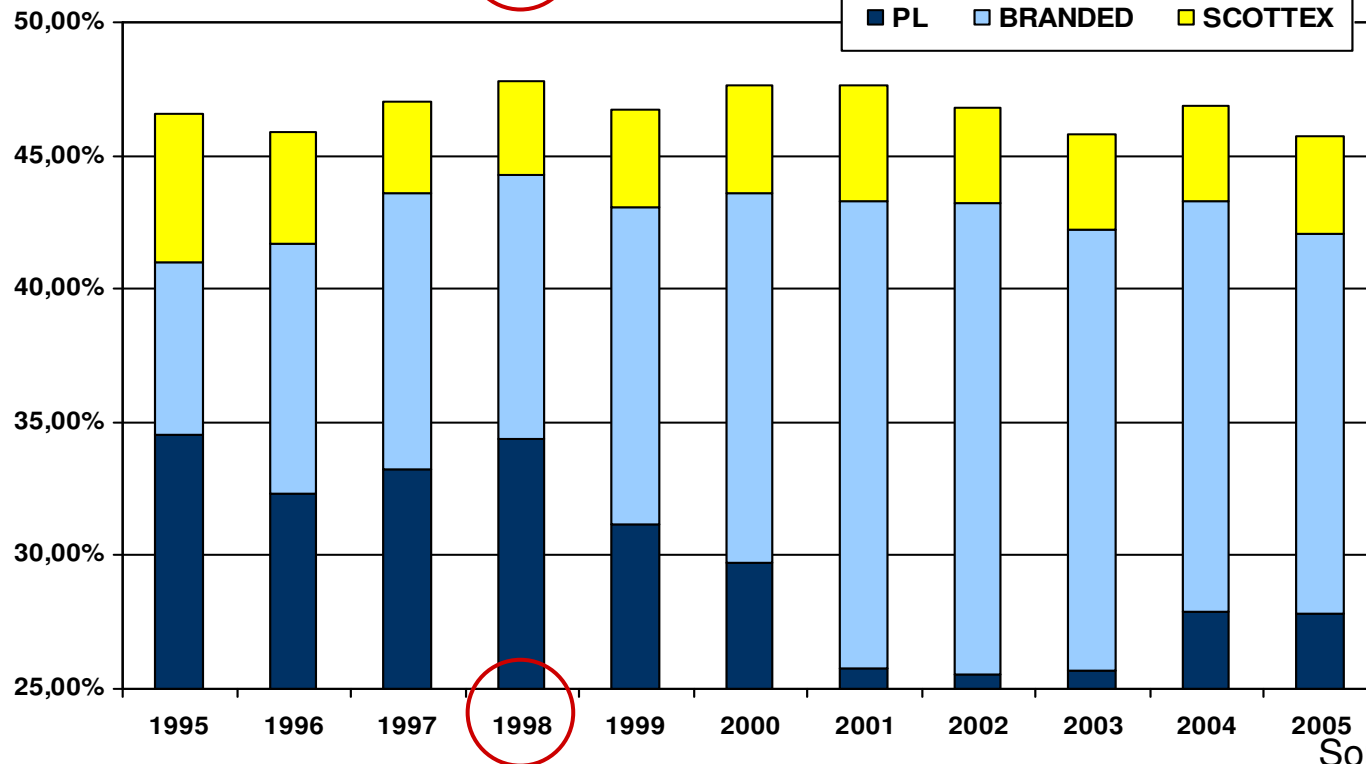


Source: ACNielsen Tot Italy



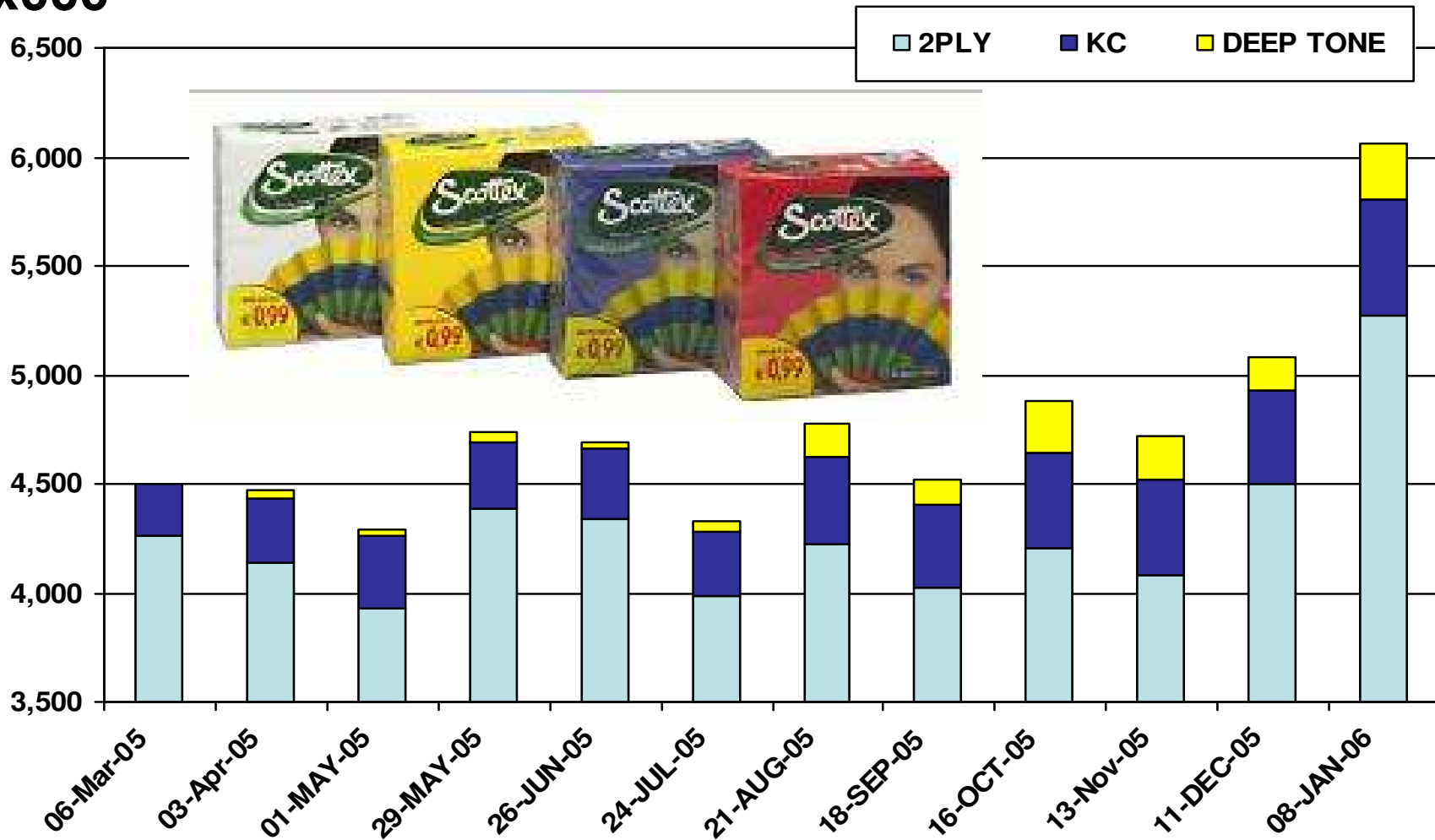
1. Category value increases as PL/CoD weight decreases

2. Scottex launched micro embossed npks in 1998 to help category performance. The new technology allowed value growth of the category and the growth of 2ply branded segment



# Value Sales 2 ply napkins

€ x000



Source: ACNielsen H+S

## Making it work in store



# High Impact Promotion Feature

