



## **European Tissue Industry launches new central information hub for hand hygiene**

### ***Dynamic, multilingual ETS website gathers news and scientific studies demonstrating the hygiene benefits of single use towels***

**Brussels, Belgium – November 23, 2015** - The European Tissue Symposium (ETS) has launched a brand new website, which offers a one-stop-shop for information and sound science. It will prove invaluable for anyone looking for details on the most hygienic way to dry hands following a visit to the washroom.

[www.europeantissue.com](http://www.europeantissue.com) is aimed at facilities managers, the HORECA sector and the scientific, cleaning and healthcare community as well as the wider public. It houses the very latest studies, position papers and scientific consensus statement confirming that single use towels (including paper towels) offer an optimal level of hand drying hygiene. It also details their sustainability criteria and carries general industry news.

#### **Easy navigation, visual processing, multilingual content**

Packed with facts and figures, the website features an upgraded site navigation that makes it more accessible and easier to scroll through for content. It also uses video and film to make it more dynamic and compelling.

The site is available in English as well as five other European languages – French, German, Italian, Polish and Spanish – and will serve as a highly effective channel in carrying the paper towel message across borders and communities.

A number of recent research studies have proved that hand drying with the humble paper towel provides the optimal level of hygiene after visiting the washroom and minimises the risk for the spread of microbes in the air when compared to warm air or jet air dryers. All information and visuals associated with this messaging can be viewed and downloaded.

"We are delighted with our new-look website," explained Roberto Berardi, Chairman of the European Tissue Symposium (ETS). "It is not only lively and a good read, but it acts as a showcase for the growing body of evidence demonstrating that hand drying resulting from single use towels is associated with lower numbers of microbes both on the hands and in the washroom environment. We hope its content will support facilities managers in making important decisions about the hand drying facilities they offer in a wide range of environments from sports stadia and airports through to schools and hospitals."

*Ends*

#### **Note to the editors:**

*ETS has also launched an updated position paper on its viewpoint in favour of the use of paper hand towels for proper hand drying after washing one's hands. This paper serves the promotion of good hand hygiene within the general population and is a very comprehensive summary of the latest state of the art knowledge concerning hygiene performances of both hand paper towels and electric hand dryers.*

*The complete paper can be read and downloaded at:*

*<http://europeantissue.com/sustainability/position-papers/hand-drying-systems/>*

*It is also available in Italian and Spanish. German and Polish to follow shortly.*

**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](http://www.europeantissue.com)

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