



ETS to participate in PULIRE Verona 2017

Presenting scientific studies and an observational research to demonstrate how single use towels are the best hand drying choice.

Brussels, Belgium – May 15, 2017 - The European Tissue Symposium, [ETS](#) will take part in PULIRE Verona later this month. As well as being present with a booth, the Symposium will participate in the speaker programme with a presentation by ETS chairman, Roberto Berardi on **The Advantage of Paper**.

The international fair for the cleaning industry, PULIRE is the largest trade fair for professional cleaning in Italy and features a complete range of machines, chemicals, equipment and components for professional cleaning and hygiene. In this its 23rd year, the show - **PULIRE 2.2 The Smart Show** - will take place in Verona, Italy from 23-25 May 2017 at the Quartiere fieristico di Veronafiere. It will showcase the very latest innovative solutions and gather cleaning industry professionals and leaders from around the world wishing to do business and network. ETS will be present throughout the three days with a booth at **Galleria 2/3 – Stand G3**.

Roberto Berardi will deliver his presentation in Italian on 25 May at 11.00 in Sala Mascagni – G4/5. Entitled **The advantages of Paper: scientific analysis and market researches - Users preference and scientific studies results converge: single use towels are the best choice** - the session will draw on a wide body of scientific research by leading microbiologists that demonstrates how electric dryers can spread bacteria and viruses in the washroom. The studies conclude that single-use towels offer the most hygienic solution for hand drying following hand washing in the washrooms. The presentation will also feature the results of an observational study about user preferences in public washrooms.

“I am delighted to be presenting the very latest science and research at this prestigious event,” commented Roberto Berardi. “Cleaning and optimal hygiene go hand in hand and I look forward to demonstrating the advantages of paper in the washroom environment.”

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

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