

ETS AT TISSUE WORLD MILAN 2017

Presenting science and consumer preference data demonstrating how single-use towels are the preferred and most hygienic way to dry hands after washing, The European Tissue Symposium, ETS, took part in Tissue World Milan.

As well as being present with a booth, in Hall 3 - booth C850, the Symposium also participated in the speaker programme with a presentation on the latest science on paper towels by ETS chairman, Roberto Berardi.

The world's largest trade fair specifically dedicated to the tissue business, Tissue World took place on 10th-12th April in Fiera Milano City, Milan. Established over 20 years, the show is a truly global event attracting almost 3,000 participants with tissue makers, converters and suppliers from 89 countries around the world. It features the very latest innovations and technological advancements in

tissue manufacturing and offers an excellent opportunity for networking with industry decision makers.

Roberto's presentation, entitled 'User preference and scientific studies results converge: paper towels are a much better choice than air dryers', took place on Monday 10th April. It focused on consumer preference research as well as studies undertaken by leading microbiologists at the Universities of Leeds and Westminster, which found that jet air and warm air hand dryers can spread bacteria and viruses in a washroom environment.

Roberto Berardi explained: "Science shows that single-use towels offer the most hygienic hand drying solution.

"Our consumer research also finds that 90% of people have a preference for paper towels over jet air dryers when faced with both options in the washroom."

This year's fair placed a strong emphasis on sustainability with a 'Most Sustainable Exhibitor



Award' presented to the exhibiting company demonstrating measurable commitments towards sustainable practices in its booth construction, waste management, transportation, print, health and safety, etc.

"We applaud Tissue World for the strong lead it is taking in the area of sustainability.

"It is vital for the future of our sector and this award sends a clear signal throughout the industry to make it a top priority," Roberto continued.

For links to all studies see europeantissue.com/hygiene/studies

NEW WEBSITE LAUNCHED TO MAKE CARE EASIER

A new website has been launched offering practical advice and support to people coping with disabilities and long-term health conditions who wish to remain living independently in their own homes.

The website, signposts individuals and families to information and personal real-life case studies on various Technology Enabled Care

Services (TECS) which enable users to maintain their independence, support themselves in their own homes and to manage their own health conditions.

Tynetec, a brand of Legrand Assisted Living & Healthcare, is the company behind the platform which has also received endorsement from renowned TV Doctor Hilary Jones.

National Sales Manager for Tynetec, Stuart Carroll, said: "One of the consequences of the UK's ageing population is a large increase in incidences where family members or friends find themselves managing a loved one's long-term health condition within the home environment.

"As a result, the range of assistive technologies, tools and services available to support both care provider and care recipient is also increasing. There remains, however, a severe lack of public awareness and understanding of what is available, which can often result in a premature move away from the home into some form of institutional care.

"We've developed the Independent for Longer website to combat this lack of awareness as there are times when people want help and need help, but they simply don't know where to find it.

"Essentially, our aim is to create an evolving online community that's packed with advice, guidance and case studies from real people with a first-hand knowledge and experience of how technology can help. Although Tynetec is hosting the website, our long-term aim is to grow it, by encouraging contributions from the many excellent individuals and organisations which provide the care and support that facilitates independence for longer."

Dr Hilary Jones shares his own story on the site after his mother suffered a fall at home. He found himself seeking a solution that would maintain her independence and give the family vital peace of mind.

www.independentforlonger.com

