

TISSUE PAPER production

following sustainable practices for over 100 years

The tissue paper industry has taken a sustainable, long-term approach for centuries. Its raw material – wood pulp – is made from a renewable resource which has a growing cycle of around 50 years – so the industry has always had to look to the future.

Through sustainable forestry practices the tissue paper industry regrows and regenerates its raw material. The overwhelming majority of pulp purchased by the European paper industry is certified by an environmental management system - reassuring both customers and end consumers that it meets nationally and internationally recognised standards. Some producers also display environmental labels on their products – such as the EU Ecolabel and the FSC and PEFC labels.

Nowadays of course, the idea that industry and society should be sustainable, has become mainstream. It is a central policy pillar of governments around the world and the concept of responsible consumption and production is enshrined in UN Sustainable Development Goal 12.



THE INDUSTRY NEVER
FORGETS THAT
**SUSTAINABILITY HAS
THREE PILLARS:**

ECONOMIC

SOCIAL

ENVIRONMENTAL

It is committed to ensuring the long term survival of the sector and to delivering products which protect the health and hygiene of people around the world while also protecting the planet on which they live.

While the tissue paper industry has certainly had a head start in the sustainability stakes, it is definitely not complacent. As well as committing to sustainable practices within its own industry, it is now driving sustainability right across its supply chain – from the water and energy it uses in its production through to the transportation of its goods and their recovery at end of life.

Take greenhouse gas emissions. These have been reduced significantly as the sector transfers to renewable energy. Today, some 58% of the energy consumed by Europe's pulp and paper industry comes from renewable biomass and it is proud to be Europe's single largest user and producer of bio-energy.

It's a similar story with the reduction in water consumption. Modern paper making machines have reduced water consumption by over 30% in the past decade due to more efficient water circulation and, since the 1970's, the amount of water needed to produce one tonne of pulp has fallen five-fold. As many producers adopt new, circular business models and embrace innovation, they are creating closed-loop products and processes and eliminating waste by reducing packaging and increasing the use of recycled packaging and content. New, innovative products use less material for the same functionality while at the same time, more sustainable products using recycled fibres are emerging.

AN IMPORTANT COMPONENT OF
TISSUE PAPER'S
SUSTAINABILITY JOURNEY
IS TO KEEP BOTH ITS
PROFESSIONAL AND CONSUMER
CUSTOMERS **INFORMED** AND TO
ENCOURAGE THEM
TO PLAY THEIR PART IN
DRIVING CIRCULARITY.



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