

PAPERNET FRESHEN TECH (SOFIDEL GROUP) RECEIVES THE 2019 PPI AWARD FOR INNOVATION

Developed for the Away from Home market, the product is designed to eliminate bad odours, with an active ingredient capable of modifying their molecular structure.

Porcari (Lucca, Italy), 13 March 2019 – Papernet Freshen Tech, a Sofidel Group product, received yesterday the 2019 PPI (Pulp & Paper International) Award in the Tissue Innovation category at the awards ceremony in Vienna.

Freshen Tech, part of the Away from Home range, developed for bars, hotels, restaurants, public facilities, public transport, etc., is the **new toilet paper that neutralises bad odours thanks to an active ingredient capable of modifying their molecular structure.**

The active ingredient, innovative and 100% allergen-free, patented by Firmenich - one of the world's largest producers of essences - means Freshen Tech users do not need to make use of alternative products, reducing deodorisation time and costs, with considerable benefit also for the environment in terms of reduction of CO2 emissions and gases harmful to the atmosphere.

The **PPI Awards, sponsored by Fastmarkets RISI, the leading information provider for the global tissue production industry, recognise tissue products and companies as an example of international excellence.** Receiving the award for the Tissue Innovation category highlights **the product innovation delivered by Sofidel, the tissue paper production group known in particular for the Regina brand.**

Freshen Tech is the latest addition to an innovation-focused product range which Sofidel, under its **Papernet brand, has developed for the Away from Home sector. From Papernet Dissolve Tech, the paper that combines exceptional performance with rapid dissolving times in water to prevent clogging in pipes and systems, to Papernet Bio Tech, the biologically active paper, winner of the PPI Award in 2015, which cleans and sanitises pipes and reduces bad odours thanks to a carefully selected mix of spores.**

These achievements were made possible by the **significant investments in both paper mill and converting technology, that the Group has made over the years.**

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Sofidel is a WWF Climate Savers member

The Sofidel Group

The Sofidel Group is one of the leading manufacturer of paper for hygienic and domestic use worldwide. Established in 1966, the Group has subsidiaries in 13 countries – Italy, Spain, the UK, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania, Turkey and the USA - with more than 6,000 employees, net sales of 1,724 million Euros (2017) and a production capacity of over one million tonnes per year (1,098,000 tonnes in 2017). “Regina”, its most well-known brand, is present on almost all the reference markets. Other brands include: Softis, Le Trèfle, Sopalin, Thirst Pockets, KittenSoft, Nalys, Cosynel, Yummy, Volare, Lycke, Forest, Nicky, Papernet. A member of the UN Global Compact and the international WWF Climate Savers program, the Sofidel Group considers sustainability a strategic factor with regards to growth and is committed to promoting socially and environmentally responsible development.

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