

SOFIDEL LAUNCHES NICKY DEFEND. THE DISPOSABLE TISSUE PAPER TOWEL FOR THE CONSUMER MARKET

Specifically developed to guarantee proper hand hygiene and cleanliness at home, this new product contains an antibacterial lotion and is 100% biodegradable, dissolving in the WC after use.

Porcari (Lucca, Italy), 26 May 2020 – Sofidel, one of the world's leading manufacturers of tissue paper for hygienic and domestic use, continues to innovate and diversify its solutions for personal and household hygiene proposing the new [Nicky Defend](#), a **disposable tissue paper towel with antibacterial lotion designed for the Consumer market and specifically developed to guarantee proper hygiene.**

The issue of hygiene is one of the Group's key concerns, especially now that the Covid-19 pandemic has focused everyone's attention – thanks to the efforts, among others, of the World Health Organization (WHO) and public health authorities worldwide – on the importance of **using disposable paper products to ensure proper personal hygiene and cleanliness in the workplace and at home.**

Generally used in public spaces and workplaces (Away-from-Home), **disposable paper towels are now making their entrance into homes**, offering a soft, strong and absorbent alternative to fabric towels for drying the hands.

Disposable antibacterial towels are designed to **retain the germs and bacteria present on wet hands and prevent them from multiplying**, and the special **interfolded dispensing system** allows the towels to be taken out one at a time, protecting the product against external contamination. It actually represents an effective way of further **raising the level of personal hygiene and cleanliness at home.**

Thanks to the **DissolveTech** technology, Nicky Defend towels are also **100% biodegradable** and **can be individually flushed after use.** The towels **dissolve in water like normal toilet paper** without creating

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blockages, while preventing the dispersion of germs and bacteria into the air and the environment, thus further contributing to high levels of hygiene and comfort.

The Sofidel Group

The Sofidel Group is one of the leading manufacturers of paper for hygienic and domestic use worldwide. Established in 1966, the Group has subsidiaries in 12 countries – Italy, Spain, the UK, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania and the USA – with more than 6,000 employees, net sales of 1,919 million Euros (2019) and a production capacity of over one million tonnes per year (1,308,000 tonnes in 2019). “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, Lycke, 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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