

SOFIDEL FOR ROAD SAFETY: THE “ALCOHOL FREE TRUCK” PROJECT GETS UNDERWAY

From today, drivers of vehicles entering Sofidel sites can have their alcohol level tested. The initiative, which will run in compliance with privacy regulations, has been set up to prevent road accidents and guarantee the safety of transported goods.

Sofidel confirms its commitment to promoting health and safety with the **Alcohol Free Truck** project, dedicated to monitoring the blood alcohol level of the truck drivers entering their production sites. The measurement, carried out **in compliance with privacy regulations**, and performed in accordance with the representatives of the suppliers to the paper production Group known in Italy for the Regina brand in particular, will be taken at dedicated stations set up at the sites.

The project involves **the 35,000 vehicles in Italy** used for road transport of the Group's products each year. A means of transport still widely used due to the flexibility and range that it guarantees.

The Alcohol Free Truck project is part of a broader Memorandum of Understanding signed with the Italian State Police last November. The aim of the collaboration is to promote a culture of **road safety**, with activity in the areas of training, information and raising awareness for Sofidel employees and the staff of contractors on the risks of driving in less than perfect psychophysical conditions.

Recent estimates from the European Commission indicate the **1 in 4 road accidents is linked to abuse of alcoholic substances**.

“Promoting a culture of health, from the production environments to the health and hygiene characteristics of our products, has always been one of our Group’s biggest aims,” stated **Luigi Lazzareschi**, CEO of Sofidel. *“With Alcohol Free Truck, our aim on one hand is to prevent road accidents connected to the vehicles that transport our products and, on the other, is to raise awareness of the risks linked to alcohol abuse, encouraging the adoption of healthier lifestyles”.*

The Director of the Italian Road Policing Service **Giuseppe Bisogno** commented: *“The joint commitment of the Road Police and Sofidel aims to promote the culture of correct road use, because prevention includes appreciation of the risk that results from irresponsible behaviour. There’s still a long way to go to achieve the most ambitious aim, to save as many human lives as possible. The alarming signs of growth in the victims of road accidents force the adoption of rigorous driver monitoring policies, both in terms of physical and mental capacity for driving and correct conduct. This demands effective awareness-raising activities to make people understand how important it is to adopt responsible driving behaviour for their and others’ safety”.*

Sofidel, **committed to promoting a culture of health and safety** from the beginning, is also a partner of the European Agency for Safety and Health at Work (EU-OSHA).

The Group aims to bring **tangible social and environmental benefits** to its stakeholders throughout the value chain, guaranteeing on one hand **high comfort and hygiene standards**, and on the other undertaking **innovative projects to reduce climate-changing emissions and safeguard water and forest resources**.

Porcari (Lucca), 18 November 2016

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 5,500 employees, a consolidated turnover of 1,809 million Euros (2015) and a production capacity of over one million tonnes per year (1,058,000 tonnes in 2015). “Regina”, its most well-known brand, is present on almost all the reference markets. Other brands include: Softis, Le Trèfle, Sopalin, Nouvelle, Thirst Pockets, KittenSoft, Nalys, Cosynel, Yumy, Soft & Easy, Volare, Onda, Lycke, Forest, Nicky, Papernet, Heavenly Soft. A member of UN Global Compact and the international WWF Climate Savers programme, 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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