

## REGINA CARTACAMOMILLA CHANGES ITS LOOK WITH A NEW PAPER PACKAGING

The Sofidel Group's commitment to more sustainable packaging continues with the introduction of new kraft paper packs – replacing polyethylene – in the well-known product line.

**Porcari, Lucca (Italy), 28 October 2020 – Regina Cartacamomilla** – the three-ply toilet paper, perfumed with chamomile essence and decorated with the flower inspiring it – is now available with a **new packaging in kraft paper**. This is a new feature of a product that has been distinguished by Italian consumers for the quality of its offer. The new packaging is manufactured with a bio-based material, and therefore renewable and easily recyclable, and replaces the standard polyethylene film.

Sofidel, one of the global leading manufacturers of tissue paper for hygienic and domestic use, has decided to use **more sustainable packaging**, introducing new **kraft paper packs for all** the Regina Cartacamomilla **product formats** (4, 6, 8 and 12 rolls), as already done with Regina Blitz household paper towel.

The operation, started in Italy in September, will be completed **by the end of the year** and is part of Sofidel's broader **sustainable development strategy**.

At the same time, the **Regina Kamillenpapier** toilet paper, in Germany, and the **Regina Rumiankowy** toilet paper, in Poland, hit supermarket shelves in a new version featuring **kraft paper packs**, alongside the polyethylene packs already marketed.

In Spain, the new **Regina Camomila toilet paper with kraft paper packs** has been recently presented to retailers in the country.

The Sofidel Group has set the goal of [achieving a 50% reduction in the use of conventional plastic in its production by 2030](#) (compared to 2013), which is **equivalent to the elimination of over 11,000 tonnes of plastic released onto the market every year** (from 2030 onwards).

This goal is pursued through a general **reduction in the thickness of the plastic film** used in the production process (launched some years ago), the **introduction of new kraft paper packaging**, which is already present or due to arrive on European distribution shelves, and the **progressive use**, on some markets, of **recycled plastics or bioplastics**.

### 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 reducing its impact on natural capital and maximising social benefits, setting as objective the creation of shared added value for all stakeholders. Sofidel's greenhouse gas (GHG) emissions reduction targets to 2030 have been approved by the Science Based Targets initiative (SBTi) as consistent with reductions required to keep warming to well-below 2°C, in line with the goals of the Paris Agreement.

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