

SOFIDEL LAUNCHES SUSTAINABLE HOUSEHOLD PAPER AND PACKAGING IN THE U.S.

**Household paper products wrapped in paper packaging
significantly reduce environmental impact.**

Philadelphia, PA – [The Sofidel Group](#), one of the world's leading manufacturers of household paper solutions, headquartered in Luca, Italy, proudly announces the launch of its first consumer brand in the United States, Nicky.

Nicky innovations combine premium quality product performance with eco-friendly paper packaging. Nicky Paper Pack replaces traditional plastic packaging with paper packaging, using renewable and biodegradable materials to lower the impact on the environment. All products are made with innovative technologies to safeguard resources and respect natural ecosystems.

“For Sofidel, promoting well-being goes beyond taking care of yourself and those around you. We believe we must also recognize the natural balance of our planet. Our team is constantly working to offer innovative solutions across our portfolio to help improve and simplify people's daily lives while also minimizing any impact to the environment,” said Derek Dafoe, VP of Sales and Marketing for Sofidel. “We're excited to introduce these premium household paper products here in the United States, the world's largest market for consumption of tissue paper. And we are proud to build on the reputation of the Nicky brand, which has already exceeded consumer expectations throughout Europe.”

Product Overview

The initial two products that are part of the U.S. launch are the Nicky Elite Strong and Absorbent Paper Towel and the Nicky Elite Ultra Soft Bath Tissue. Both products take a sustainable approach without compromising quality with paper wrap packaging and Forest Stewardship Council (FSC) Certified paper. Additionally, both products are produced and distributed in the U.S.

- **Nicky Elite Paper Towel** has a modern design, perfect for all kitchen spaces. Its unique emboss combines premium absorbency and strength, ideal for light or heavy spills. Each Nicky Elite Paper Towel offers more sheets than bargain towels (3 Nicky Elite Large Rolls are equivalent to 5 regular

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rolls). The Nicky Elite Adapt-A-Size sheets allow you to adjust your towel to the size of your task, minimizing unnecessary waste.

- **Nicky Elite Ultra Soft Bath Tissue** offer the finest softness for the skin. Nicky Elite is 100% biodegradable, and septic tank safe, allowing the tissue to quickly dissolve and prevent costly and messy clogs. Nicky Elite Bath Tissue feature extra-long Mega Rolls (6 Nicky Mega Rolls will last as long as 24 regular rolls).

Both products are now available in select markets across the Northeast in Wegmans stores and will be available throughout the U.S. on Amazon beginning Aug. 1. National distribution of the products is expected to grow throughout 2021.

Sustainability is part of the Sofidel way and is fully integrated within the growth model that guides the company's existence. Combining material sourcing, manufacturing, converting, and supply chain efforts, Sofidel is committed to providing sustainably focused leadership across the entire organization. These efforts include the use of 100% independently certified pulp to help protect natural forests, to efficient and cutting-edge production processes that deliver best in class environmental performance, to a facility location strategy that minimizes transportation distance to market. Sofidel is constantly evaluating its business model to ensure the company stays true to its mission and always exemplifies good stewardship for future generations.

Sofidel has subsidiaries in 12 countries and has seen significant growth. Since 2009, in just over ten years, global production has increased from 719 million tons of paper to over 1,400 million today, and employees from 3,000 to over 6,700. Sofidel entered the U.S. in 2012 after acquiring Cellynne tissue company, subsequently renamed [Sofidel America](#). Sofidel America currently has six production sites, including two of the most modern and sustainable production plants in the world, located in Circleville, Ohio and Inola, Oklahoma. These two sister plants are state of the art facilities designed from the ground up to offer high quality environmentally focused production. Sofidel America has invested over \$1 billion into the U.S. since 2012 and plans to continue bringing modern, sustainable manufacturing practices to the U.S.

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About 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 2,173 million Euros (2020) and a production capacity of over one million tonnes per year (1,428,000 tonnes in 2020). "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,



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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 maximizing 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. For more information, visit www.sofidel.com.

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