

EMERGENCY IN UKRAINE: SOFIDEL TAKES STEPS IN ROMANIA TO DONATE PAPER TO REFUGEES FLEEING THE WAR

Porcari (LU), Italy, March 4, 2022. Sofidel, one of the world leaders in the production of tissue paper for hygienic and domestic use, operating in Romania with its plant in Călărași, has decided to support the Romanian Red Cross, which over the last few days has been working on welcoming thousands of civilians fleeing the conflict, by supplying products equivalent to 30 thousand rolls of toilet paper.

The initiative implemented by Sofidel Romania joins similar ones by Sofidel Poland and Sofidel Hungary, for a total of 130 thousand rolls of toilet paper.

This is a way for Sofidel to express closeness and show solidarity with people in conditions of great material difficulty and deep psychological suffering.

The Sofidel Group

The Sofidel Group, based in Porcari (Lucca), is one of the world leaders in the production of paper for hygienic and domestic use. Founded in 1966, the Group is present in 12 countries - Italy, Spain, the United Kingdom, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania, and the United States - with over 6,000 employees, group net sales of €2,173 million (2020) and a production capacity of over one million tons per year (1,428,000 tons in 2020). "Regina" is its best-known brand, present in most of the reference markets. Other brands include: Softis, Le Trèfle, Sopalin, KittenSoft, Nalys, Cosynel, Lycke, Nicky, and Papernet. A member of Global Compact and the international WWF Climate Savers program, the Sofidel Group considers sustainability a strategic growth factor and is committed to reducing the impact on natural capital and maximizing social benefits with the aim of creating shared added value for all its stakeholders. Sofidel's 2030 greenhouse gas emission reduction targets have been recognized by the Science Based Targets initiative (SBTi) to be in line with the levels required to limit global warming well below 2°C, as required by the Paris Agreement.
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