

## REGINA ROTOLONI AIMS TO CONQUER EUROPE

***Sofidel introduces its toilet paper maxi rolls to Spain, Poland, the Netherlands, Hungary, and Romania. The product launch aims to meet consumer purchasing needs, drive category value growth, and provide more sustainable packaging options.***

**Porcari, Lucca (Italy). May 21, 2024** – Regina, the most famous brand of the Sofidel Group – one of the global leading manufacturers of tissue paper for hygienic and domestic use – marketed in around 30 countries, announces **the launch of its Regina Rotoloni toilet paper maxi rolls to major retailers in five European countries:** Spain, Poland, the Netherlands, Hungary, and Romania.

In over 30 years, Regina Rotoloni (*Maxi Rolls*) have become an authentic pop icon among consumer goods in Italy, taking their place in the hearts and homes of Italians. Their adverts that gave rise to genuine earworms (“*Never-ending rolls*”) that have become a part of Italian tradition and advertising history. Their introduction to the market also represented the creation of **a new Nielsen product category, *Maxi Rolls*, rolls with a bigger diameter that are more than twice as long as standard rolls.**

Today, **Regina is the second tissue paper brand in Europe in terms of annual sales value.** In addition to Italy, the brand is **marketed in 23 countries** in Europe with five product categories: toilet paper, kitchen towels, napkins, handkerchiefs/tissues, and hand towels.

The introduction of Regina Rotoloni toilet paper in five European countries aims to **meet consumer purchasing needs and support the growth of the category value** by providing tissue paper rolls of Sofidel’s high quality that are twice or more the length of standard rolls yet take up half the shelf space.

*“With the same certainty of performance of our products, Regina Rotoloni ensures longer duration, or less frequent change of the rolls, and less frequent shopping for toilet paper at supermarkets, as well as unique sustainability attributes, such as less packaging material and core cardboard per kg of paper and more efficient transportation per tons of paper,”* says **Philippe Defacqz, Sofidel Vice President Marketing & Sales – Brand.**

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Sofidel is a WWF Climate Savers member

The European launch of Regina Rotoloni is part of Sofidel's broader sustainable development strategy, **contributing to its environmental sustainability targets**. As it is the case in Italy, the product comes with **recycled plastic or kraft-paper packaging** (depending on each single European country) in line with the goal to halve the impact of conventional plastic in Sofidel's production by 2030.

#### Sofidel Group

The Sofidel Group is one of the leading manufacturers of paper for hygienic and domestic use worldwide. Established in 1966, the Group is active in 13 countries, 12 in Europe and the United States (8 States), and has a production capacity of over one million tonnes per year (1,440,000 in 2023). "Regina", its most well-known brand, is present on almost all the reference markets. Other brands include: Sopalin, Le Trèfle, Hakle, Softis, Nalys, Cosynel, KittenSoft, Nicky and Papernet. Sofidel is committed to reaching Net-Zero carbon emissions by the end of 2050.

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