

## **SOFIDEL JOINS THE MULTIBANK INITIATIVE TO DONATE HYGIENE PRODUCTS TO PEOPLE IN NEED ACROSS THE UK**

***Sofidel is donating toilet paper and kitchen towels to Multibanks in Swansea and London. The project to fight poverty is led by former UK Prime Minister, Gordon Brown, and powered by Amazon and local charities.***

**Porcari (LU), Italy. September 24, 2024** – Sofidel, one of the world's leading manufacturers of tissue paper for hygienic and domestic use, operating in the UK with four production plants, has joined [the Multibank initiative](#) to **donate hygiene products to families experiencing poverty across the UK.**

Multibanks, co-founded by former UK Prime Minister, Gordon Brown, together with Amazon, **in response to the high levels of poverty and deprivation in the country**, are recently being started all over the UK. They are community donation hubs run by a lead charity partner that distribute essential goods – including personal hygiene items, bedding and clothing – to people in need through a network of referral partners such as teachers, social workers, community groups, local charities and care professionals.

Sofidel, which is particularly well-known in the UK for its Regina brand, has **committed to donating surplus essentials (toilet paper and kitchen towels)** to two donation hubs, “Cwtch Mawr” (“Big Hug”) in South Wales, run by Swansea charity [Faith in Families](#); and “Felix’s Multibank” led by [The Felix Project](#) in London, that redistribute products to vulnerable families impacted by poverty.

“The impact of austerity and the cost of living crisis years continues to be a huge burden on too many British families. We are very grateful to Sofidel for agreeing to contribute toilet tissue, at huge volume, to our Multibank initiative. It means so much to the hard-pressed families that will receive the toilet tissue because the pennies they can save here can be stretched to make their ends meet a little further towards the end of the month. For our Multibank families that means the difference between worrying and worrying themselves sick,” said **Gordon Brown, former UK Prime Minister and a co-founder of the Multibank UK Network.**

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Sofidel is a WWF Climate Savers member

“We regularly hear from the community organisations we work with about how many people in London are struggling. Sadly, too often wages simply do cover the cost of food, clothing and all the essentials needed for yourself and their family’s wellbeing. Thousands of people are forced turn to food banks for help, and now thanks to incredible donations like this one from Sofidel, The Felix Project and Felix’s Multibank are able to provide so much more to those who are living in poverty and deprivation,” remarked **Charlotte Hill OBE, CEO of The Felix Project**.

“Our goal is to help as many families as possible by connecting surplus essentials from businesses across the UK with those who need it most. We’ve already supported more than 400,000 families and we warmly welcome Sofidel to our coalition of donors who will enable us to help even more people in need,” added **John Bournemouth, UK Country Manager, Amazon and co-founder of the Multibank UK Network**.

“At Sofidel, we are happy to join this valuable, multi-stakeholder program and are committed to supporting the communities in which we operate. It is a way for us to show solidarity to people affected by poverty and try to make a real difference in their daily lives,” commented **Francesco Pastore, Chief Marketing & Sales Officer, Sofidel**.

#### **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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