

Criteria for sustainable purchasing of hygienic tissue paper

1. PRODUCT GROUP tissue paper

This product group comprises hygienic tissue paper such as toilet paper, paper hand towels and wipes.

2. SUSTAINABILITY ASPECTS

The main sustainability aspects for the hygienic paper production process are:

1. Fibre material
2. Use of auxilliary materials
3. Emissions to water and air
4. Energy consumption
5. Transport of base materials and finished product
6. Environmental management system

2.1 Fibre material

In view of the one-off application (end of pipe) of this product group, no virgin fibre material may be used for it.

Demonstrable through e.g. FSC-recycled label, in addition to requirements concerning the amount of post-consumer waste.

Organisations like Greenpeace and WWF endorse the application of 100% recycled fibres for toilet paper.

Criteria requirement: at least 50% recycled papier (can be met by all manufacturers)

Criteria wish: 100% recycled papier, of which at least 85% post-consumer

2.2 Use of auxilliary materials

In accordance with criteria for hygienic paper, as stimulated in the criteria of the EU Ecolabel, the Nordic Swan and Cradle to Cradle criteria of MBDC.

Criteria requirement: No use of: Chlorine or APEOs

Criteria wish: fully biodegradable auxilliary materials, no use of biocides or epichlorohydrin

2.3 Emissions to water and air

In accordance with criteria for hygienic paper as stipulated in the criteria of the EU Ecolabel and the Nordic Swan.

Criteria requirement: $CO_2 \leq 1,500$ kg/tonne hygienic paper and $AOX \leq 0.12$ kg/tonne hygienic paper

Criteria wish: reduce required values by at least half

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2.4 Energy consumption

In accordance with criteria for hygienic paper as stipulated in the criteria of the EU Ecolabel and the Nordic Swan.

Criteria requirement: $\leq 2,200$ kwh/tonne hygienic paper

Criteria wish: reduce required values by at least half

2.5 Transport of base materials and finished product

CO₂ emissions are influenced partly by transport. One could imagine that the demonstrable local purchase of base materials and sale of products (local for local) would also be rewarded with extra points thanks to a better closed loop cycle of a voluminous product. The modality is road transport based on empty return; as water transport has other CO₂ values waarden per kilometre, the requirement is expressed in CO₂

Criteria requirement: CO₂ ≤ 200 kg/tonne hygienic paper for transport from tissue factory to point of use (approx. 1,500 km road transport based on empty return.)

Criteria wish: reduce required values by at least half.

2.6 Environmental management system

In the context of controlling activities and continuous improvement of environmental performance,

it is essential for companies to have an environmental management system.

Criteria requirement: certified environmental management system (ISO 14001, EMAS)