

PRESS RELEASE

World scoop with truly CO₂-neutral toilet paper

Van Houtum introduces Satino Black, the most environmentally friendly toilet paper in the world

Swalmen, The Netherlands, 26 April, 2010 – Today, paper producer Van Houtum is introducing the most environmentally friendly toilet paper in the world at the ISSA InterClean in the RAI Amsterdam. Satino Black is the only truly CO₂-neutral toilet paper made with 100% recycled paper and an environmentally friendly production process, and yet it is just as soft and white as normal toilet paper.

"Many users do not know that the largest part of toilet paper is still made of trees which are chopped down for that specific reason. That is totally unnecessary. That's why we manufacture Satino Black from 100% recycled paper" says Henk van Houtum, director of Van Houtum. "In addition, we have developed a new production process during the last 2 1/2 years to replace all the harmful chemicals with natural, biologically degradable raw materials and additives."

Environmental objectives

"Black is the new green," says Nick op den Buijsch, Concept Manager of Corporate Social Responsibility (CSR) at Van Houtum. "Consumers, companies and governments worldwide are demanding ever more stringent product requirements while at the same time they want to make a contribution to the improvement of the environment". Satino Black has been developed to get a step closer to the set environmental objectives with one simple act. This makes it possible for everyone to make a contribution to breaking through the unnecessary exhaustion of the natural resources on our planet. Green is cool with Black."

The water and energy consumption for the production of Satino Black are already the lowest in the world in the market segment. CO₂ neutrality is guaranteed as a result of the utilization of 100% green energy. Cradle to Cradle guarantees that chemicals for the production of Satino Black are converted to natural and biologically degradable auxiliary agents. It is harmless for humans as well as the environment.



Photo caption: Satino Black toilet paper and Satino Black paper towels.

For more info go to: <http://www.satinoblack.com>

For more pictures in high resolution go to: <http://www.flickr.com/photos/vanhoutum/>



NOOT VOOR DE REDACTIE

Van Houtum has been an independent producer of hygiene paper for 75 years and is a front runner in the area of Socially Responsible Entrepreneurship. Satino Black is entirely CO2-neutral Cradle to Cradle certified toilet paper and paper towel made of 100% recycled paper.

Source: Van Houtum

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