

PRESS RELEASE

Van Houtum celebrates 75th anniversary, 2010 is set to be a fantastic year!

Swalmen, March 2010 - Van Houtum has planned multiple special activities to mark the company's 75th anniversary. For example, the new corporate identity was introduced in February, employees, neighbouring residents and business relations will be invited to participate in various festivities during the year and all the inhabitants of Swalmen who celebrate their 75th birthday in 2010 will be treated to a day out.

It all started in 1935. That was when the brothers Henk and Jan van Houtum founded the Papierfabriek Gebroeders Van Houtum paper mill. 'Henk and Jan were my father and my uncle,' says Henk van Houtum, a second-generation descendant and today's Managing Director. 'In the early days, we used to make rolls of paper for barbers' chairs,' says Van Houtum with a laugh. 'And in 1961 we were very proud of a production volume of 5,850 tonnes of paper... Today we produce about 45,000 tonnes, a growth of more than 750% which we could never have anticipated at the time.' In the mid-sixties, we were the first paper mill in Europe to switch completely to 100% recycled paper as the raw material for our toilet paper and paper for hand towels.

'When you look back, you cannot but admire what our employees have achieved by working closely together. We are now one of the most efficient companies in the world in terms of our use of energy and water. We are also one of the leaders in the field of working conditions. We place great emphasis on the safety and health of our employees. The last time an accident took place was almost 2 years ago.'



Photo caption: The kick-off for the 75th anniversary celebrations took place on 16 February. To the musical accompaniment of Swalmen's "Aan dae Reem" band, a flag carrying Van Houtum's new logo was proudly raised to the top of the flagpole.

'What you stand for as a company and who you are are increasingly important,' says Henk van Houtum. 'We took advantage of the anniversary year to change our corporate identity. A sea-horse has now been symbolically included in our logo. A sea-horse can change colour in order to adapt to its surroundings. The world is now asking us to adapt our behaviour as well. Van Houtum is responding in a sustainable way. Like the sea-horse, we want to surprise and delight in a charming way. Further associations with the sea-horse: innocence, dependability, beauty, hygiene & water.'

The door to a sustainable and safe future is wide open in the anniversary year of 2010. The opportunities and enthusiasm are there. 'We are committed to becoming a fully C2C company whose activities focus completely on human health and sustaining a healthy environment,' says Van Houtum in conclusion.



NOTE FOR EDITORS

Van Houtum has been an independent manufacturer of hygienic paper for 75 years and is a leading force in the field of Corporate Social Responsibility. The company employs approximately 190 people and produces 45,000 tonnes of tissue paper each year. Van Houtum's Head Office and both production locations are all situated in Swalmen, in the Netherlands. The company has an annual turnover of € 60 million. Products and services are supplied exclusively to the business to business market via cleaning companies and trade wholesalers in a variety of sectors, including the office sector, catering, recreation, hospitals, schools and industry.

Van Houtum produces Cradle to Cradle certified hygienic paper under the Satino Nature brand. This high quality, soft white toilet and hand towel paper is based on 100% recycled paper. Satino Nature is the world's first and only hygienic paper that has been awarded FSC recycled, European Eco-label and Cradle to Cradle certification.

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