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## PRESS RELEASE

### **World first for Dutch paper producer First environmentally friendly cradle to cradle toilet paper**

**SWALMEN, 4 June 2009** - Van Houtum Papier of Swalmen in the Netherlands is the first company in the world to produce fully biologically degradable toilet paper. This achievement has been rewarded with a Cradle to Cradle certificate from the American organisation MBDC. The hygienic paper, which is made from 100 percent recycled paper, already had the FSC-r label and the European Ecolabel.

MBDC is the organisation of Michael Braungart and William McDonough, the founders of Cradle to Cradle (C2C). The core principle of this philosophy is 'waste is food'. The Cradle to Cradle philosophy means that the raw materials of products are endlessly reused or biologically degraded and returned to the environment. This will prevent the depletion of natural reserves, wastage and pollution from spiralling out of control.

#### **Production process**

Van Houtum Papier has developed hand towel and toilet paper according to the Cradle to Cradle principle which is completely suitable for the biological closed loop. Various chemicals are used during the production process of this hygienic paper to ensure, on the one hand, that the process runs smoothly, and on the other hand, to give the paper specific properties. The raw material - recycled paper - and the chemicals used in the process have been extensively researched by MBDC against numerous criteria, including the presence of impurities and biological degradability. Substances that do not satisfy the strict criteria are replaced. The result is the first hygienic paper in the world that can be added to the biological closed loop without any harmful effects on the environment.

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