

# Balance



VanHoutum newsletter



Henk van Houtum  
Managing Director

It is with pride that I present to you the first edition of Balance. Van Houtum has started off the year 2010 with a bang! Not only did we celebrate our 75th anniversary in February but we also introduced our new corporate identity to you. Our company logo now prominently features a seahorse.

But Van Houtum has done more than just change its logo. Our popular Satino brand has also undergone a metamorphosis and will make its debut. A clearer distinction is now made between Van Houtum and the Satino product, improving the recognisability of the four quality lines as part of an independent brand.

With the launching of Satino Black, we now offer a product that is the only hygienic paper in the world to be produced in a CO2-neutral manner and that is authorised to carry the FSC recycled, European Eco-label and Cradle to Cradle labels.

## In balance with nature

Van Houtum and the Swalm have been neighbours for the past 75 years. This river is essential to the production of hygienic paper. The amount of water (tapped from the Swalm) needed to produce a single roll of toilet paper would be fifteen litres without water recycling. But, by continuously circulating the process water, the consumption amount can be reduced to only half a litre.

Naturally we feel it is important to give back to nature, so Van Houtum has created a 'green' corridor between the Swalm and the factory, where butterflies, insects and birds can fly about freely.

## Black: the ultimate in green

Satino Black campaign dares to be different

Satino is introducing the Satino Black line, the most sustainable toilet paper and paper hand towels in the world. With its Dare to be black campaign, Van Houtum once again demonstrates its distinctiveness.

After all, it takes audacity and perseverance to make decisions that are not mainstream. But Van Houtum dares to follow this path and can help you, too, make the switch to socially responsible products.

Raise your green quotient by switching over to Satino Black. Dare to be different. Start today by ordering your free roll of Satino Black toilet paper. Like the Satino Black pay-off says, **It's so easy to go green.**



**Dare to be BLACK**

**It's so easy to go green**

Making a different choice isn't easy - you need guts and perseverance. We can help you make that change right now.

One simple action will bring your goal of sustainability even closer. Like so many others have, make the switch to Satino Black - the most eco-friendly toilet paper and hand towels ever. It's the ultimate proof that you dare to care.

Act today. For more information, please call +31 (0)475 507 300 or check [www.satino.com](http://www.satino.com)

**Satino BLACK**  
IT'S SO EASY TO GO GREEN

certifications: Cradle to Cradle silver, CO2 neutral, FSC recycled, European Eco-label.

## 75 years of Van Houtum

Our new corporate identity

Van Houtum cultivates an atmosphere of trust and pride for its employees each and every day. Entrepreneurship is encouraged on every level and is based on the core values of innovation, willingness to change and mutual respect.

The creative process that led to the new house style was a unique one. As a client, Van Houtum is always cooking side by side in the kitchen of creativity with VanBerlo Communications, a process that requires close collaboration and joint decision-making. The greatest advantage to this type of approach is that our new corporate identity has become more ours than anyone else's.



*"It is with great pride that we look back on 75 fantastic years that have laid a solid foundation for a new wave of innovative ideas."*



## Our mission

As a manufacturer of hygienic paper, Van Houtum develops innovative solutions for better bathroom hygiene with exceptional environmental performance. The foundation of the business operations of our family company is a deep respect for people and the environment. And, thanks to our unique service guarantees, we are considered a reliable and committed partner.

### Seahorse logo

The basic principles and core values of companies are becoming increasingly more important. Van Houtum has chosen a seahorse for its logo to create genuine trademark distinctiveness. Like Van Houtum, seahorses are known for having a distinct personality and way of interacting. Van Houtum has a unique vision of paper production, one that is based



on the Cradle to Cradle concept and Socially Responsible Business Practices.



## Cradle to Cradle CO2-neutral

Van Houtum is the first tissue company in the world to produce toilet paper and paper hand towels that are completely harmless to both people and the environment. Van Houtum has been awarded Cradle to Cradle certification from the American firm MBDC.

Satino Black is the new name for Satino Nature and is the only hygienic paper in the world to be produced in a CO2-neutral manner and that is authorised to carry the FSC recycled, European Eco-label and Cradle to Cradle labels. Dare to go Black and become greener!

### Satino Black a trendsetter

Across the globe, government authorities, companies and consumers are becoming increasingly more critical about the products they purchase. Satino Black hygienic paper exceeds all legal requirements. This comforting thought has been translated into a growing demand for our Satino Black products. By using this product, our clients can contribute daily to ending the negative cycle of unnecessarily depleting our planet's natural resources.



## Inspired for the future

Van Houtum was established in 1935 by the brothers Henk and Jan van Houtum and, for the past 75 years, has been an independent manufacturer of hygienic paper and innovative washroom solutions, as well as a pioneer in Socially Responsible Business Practices.

With its staff of 200 people, Van Houtum achieves a turnover of around 60 million euros annually. The head office and both production facilities are located in Swalmen, municipality of Roermond.

### Nature-based approach

For more than 40 years, we have been producing our products exclusively from 100% recycled paper. Van Houtum firmly believes that disposable products should be made from recycled fibres only.



## Satino Service Concept

Van Houtum is supporting the familiar Satino name by means of the unique Satino Service Concept. This is our way of showing our clients that we are a reliable and committed partner. The concept covers five service promises that are supported by five unique guarantees:

### The concept

- Loyalty to wholesalers
- Strong brand support
- Custom logistics solutions
- Reliable customer service
- Quality range

### The guarantees

- Wholesaler guarantee
- Sales guarantee
- Delivery guarantee
- Service guarantee
- Product guarantee

## Satino packaging line

Distinct colour coding

The new Satino logo stands out immediately thanks to its warm orange/red colour and has been used as a label on the new packaging line.

The entire range consists of four paper qualities, each with its own colour code.

**Black** stands for the most durable hygienic paper in the world, **Premium** for soft & white, **Comfort** for soft & natural and **Basic** for natural.



## Satino dispensers

The ideal hygienic solution for any space

**The foundation of a successful washroom facility is laid with such aspects as hygiene and perception. In addition to atmosphere, look & feel and quality, comfort is also key.**

provides an all-in-one system: a mirror with built-in reservoir for soap, paper hand towels and air freshener. The atmospheric lighting at the top and subtle front lighting in the mirror give washroom visitors a sense of luxury and user-friendliness.

**Satino creates the washroom of tomorrow today.**

With the **Multi Mirror** and two dispenser lines, Satino fully meets these expectations. The stylish design of the Satino Multi Mirror fits into any washroom and



*"We develop innovative solutions for better bathroom hygiene with exceptional environmental performance."*

## Cornerstones of Socially Responsible Business Practices policy

1995	quality management system (ISO 9001)
1998	environmental management system (ISO 14001)
2005	working conditions management system (OHSAS 18001)
2010	energy management system (NEN-EN 16001)
Mid-2010	Socially Responsible Business Practices guideline (ISO 26000)
2008	certificate for FSC recycled eco label
2008	certificate for European Ecolabel
2009	certificate for Cradle to Cradle eco label
2009	certificate for green energy



July 2009, Henk van Houtum gave out the first Cradle to Cradle toilet paper to Jacqueline Cramer, Minister of Spatial Planning and the Environment

## Amsterdam RAI once again chooses Satino

The Amsterdam RAI pursues a policy of sustainability, which is one of the most important reasons why, after various discussions and negotiations, the contract with Van Houtum and its partner Piecom Cleaning Products was renewed. Satino dispensers are hanging in the various bathroom facilities.



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