



“FIRST-GEN” RECYCLED PAPER

100% recycled paper products
obtained by recovering fibres
found in pre-consumer
materials.







100%
QUALITY
GUARANTEED

MADE FROM RECOVERED **PRE-CONSUMER FIBRES**

Combining quality, cost-effectiveness and the commitment of Industrie Celtex to reducing environmental impact, the **E-Tissue** range strikes the perfect balance between **quality performance and environmental care** that the Away From Home market demands.

This is achieved through a process that **doesn't generate fibre waste** by using and **giving new life to materials that would otherwise be thrown away**.



100%
NEW LIFE
FOR FIBRES



0
FIBRE WASTE
GENERATED



100%
NATURAL
COLOUR



0
ADDED DYES AND
OPTICAL BRIGHTENERS*



55%**
SELF-GENERATED
ELECTRICITY



-75%***
CO₂ EMISSIONS



3000
PHOTOVOLTAIC
PANELS



-20%****
WATER
CONSUMPTION

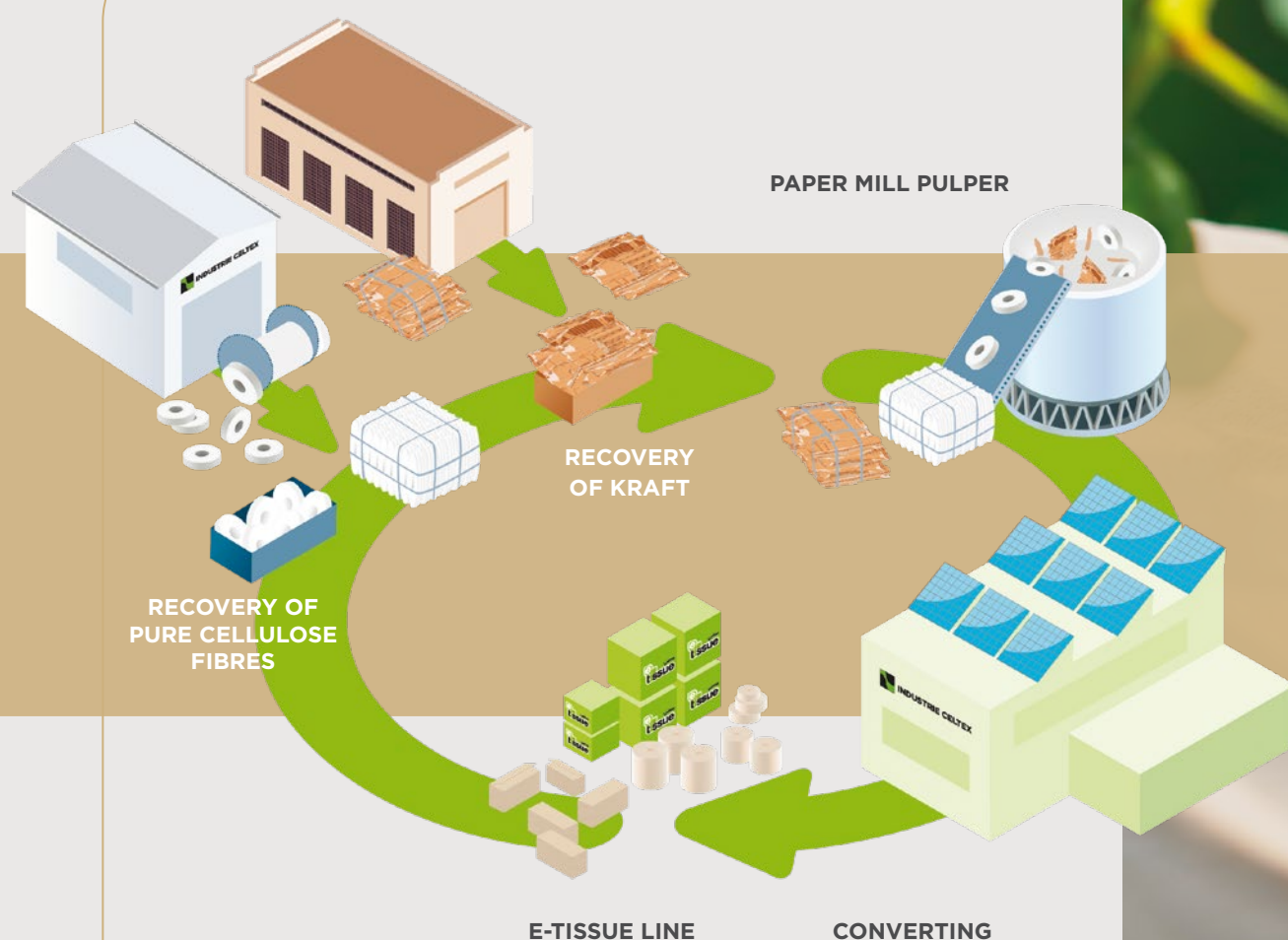
*No optical brighteners are intentionally added during our production process.
**Data referring to the self-production of the energy demand of Industrie Celtex paper mills with cogeneration turbines.
***Compared to conventional methods employed by Industrie Celtex.
****Compared to pure pulp equivalent of Industrie Celtex.

AN INNOVATIVE
“FIRST-HAND”
RECYCLED PAPER

E-Tissue recycled paper is a unique product, created through an exclusive manufacturing process that reuses **Kraft offcuts** and pure pulp fibres that have been recovered **from the converting line**.

In a **circular economy** perspective, the productive cycle even incorporates manufacturing offcuts of E-Tissue itself.

THE E-TISSUE RECYCLING PRODUCTION PROCESS



RECYCLED FROM
PAPER THAT HAS
NEVER BEEN USED



PAPER NOT COMING FROM
POST-CONSUMER AND/OR
MUNICIPAL WASTE



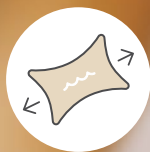
RECYCLED SOLUTIONS
AS **STRONG YET DELICATE**
AS PURE PULP PAPER

PERFECT BALANCE BETWEEN HIGH-PERFORMANCE, COST-EFFICIENCY AND PLEASANTNESS

With its delicate shade resulting from its sand-coloured Kraft origins, E-Tissue paper is as strong as the raw material it comes from.

E-Tissue is the perfect combination of **strength** and **absorbency**. It is delicate on the skin and has a pleasant smell, even when moistened. An ideal solution across a range of contexts.





RESISTANT

Strong, even when wet.



PLEASANT SMELLING

Non-invasive smell, even when wet.



DELICATE ON THE SKIN

Dermatologically tested.



ABSORBENT

Outstanding absorbency.



SOFT

Pleasant to the touch.



AFFORDABLE

An ideal solution across the Away From Home sector.



TOILET PAPER DISSOLVES IN 15 SECONDS

Avoids blockages, meaning reduced plumbing costs.

E-TISSUE THE RANGE

HAND TOWELS

FOLDED HAND TOWELS



C73255
E-Tissue V3

Leonida



V 3 21,5x21 cm 170 15 40



C72321N
E-Tissue V2

Leonida



V 2 21,5x21 cm 200 15 40



C72235N
E-Tissue Z2

Athena



Z 2 20,5x24 cm 150 25 44



Suitable for food contact.
In Italy suitable for contact with dry food, according to Italian
Decree D.M. 21/03/1973 and subsequent amendments.



CENTRE-FEED HAND TOWEL ROLLS



C32650
E-Tissue
Super Pull

Satin



2 34x19 cm 450 153 m 6 48



C32450
E-Tissue
Pull 450

Satin



2 22x19 cm 450 99 m 6 48



C30255
E-Tissue
Mini Pull

Satin



2 22x19 cm 250 55 m 12 60



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HAND TOWEL ROLLS



C43100
E-Tissue
Master 3.100

Satin



3 H 20 cm - 100 m 6 44



C40285N
E-Tissue
Master Time

Micro
embossing

2 H 20 cm - 285 m 6 44



C40150N
E-Tissue
Master 150

Satin



2 H 20 cm - 150 m 6 44


















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TOILET PAPER

TOILET PAPER IN SMALL ROLLS

<div></div>										
	C11250 E-Tissue Sand 4R	Cotton Flowers		3	11x9,8 cm	250	27,5 m	10	48	
	C10300 E-Tissue Sand Compact 4R	Cotton Flowers		2	10x9,8 cm	300	30 m	10	48	
	C10170 E-Tissue Sand 10R	Cotton Flowers		2	10x9,8 cm	170	17 m	12	21	
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INDIVIDUALLY WRAPPED AND FOLDED TOILET PAPER

**C10180**

Individually
wrapped
E-Tissue Sand
Hotel 4R

Cotton
Flowers



2 10x9,8 cm 180 18 m 10 48

**C71390**

Folded
E-Tissue Sand
Multipack

Athena



2 10,5x18 cm 250 - 36 40



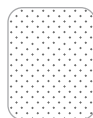
HEAVY-DUTY ROLLS

ROLLS

**C58582N**

E-Tissue Sand
3.500

Satin

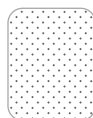


3 34x26,5 cm 500 170 m 2 54

**C58500**

E-Tissue Sand
500

Satin

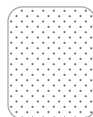


3 26x24 cm 500 130 m 2 70

**C54544N**

E-Tissue Smart

Satin

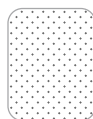


2 30x26,5 cm 800 240 m 2 54

**C54800**

E-Tissue Sand
800

Satin



2 21x24 cm 800 168 m 2 70



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CERTIFICATIONS HIGH-PERFORMING WHILE RESPECTING THE ENVIRONMENT



RESPECT FOR FORESTS

The PEFC logo on our products ensures that our paper comes from recycled and controlled sources.



REDUCED ENVIRONMENTAL IMPACT THROUGHOUT ITS LIFE CYCLE

EU Ecolabel guarantees that products, throughout their entire life cycle, meet specific environmental performance criteria, common to all European Union countries.



FLUTECH TECHNOLOGY RESULTS IN CLOG-FREE PIPES*

Thanks to Flutech technology, Celtex toilet paper dissolves in water within 15 seconds once flushed, avoiding frustrating blockages and plumbing costs.



EU GPP CRITERIA COMPLIANCE

In line with the European Green Public Procurement (GPP), which aims to define requirements to encourage green procurement by public administrations, thus reducing their environmental impact. Compliant with the CAM, Minimum Environmental Criteria (MECs), mandatory in Italy for cleaning services for public and healthcare environments.

*Flushability tests carried out on toilet paper as per "AFNOR: NF Q 34-020" regulation at internal laboratory.







e
tissue



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