



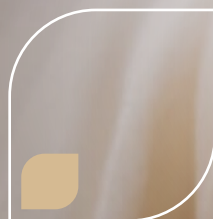
“FIRST-GEN”
RECYCLED
PAPER



100% RECOVERED FIBRES

The **E-Tissue** line originates from a process that doesn't generate fibre waste by using and giving **new life** to materials that would otherwise be thrown away.

A circular approach, in harmony with nature.



100% new life
for fibres



Zero fibre waste
generated



100% natural
color



No added dyes and
optical brighteners*



20% less water used
in the production
process**



Paper not coming from
post-consumer and/or
municipal waste



**i Find
out
more**



Suitable for food contact.

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

*No optical brighteners are intentionally added during our production process.
**Compared to pure pulp equivalent of Industrie Celtes.

***The E-Tissue range complies 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 Minimum Environmental Criteria (CAM), 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.

RECYCLED SOLUTIONS AS STRONG YET DELICATE AS PURE PULP 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.



ABSORBENT
Outstanding
absorbency



RESISTANT
Strong, even
when wet

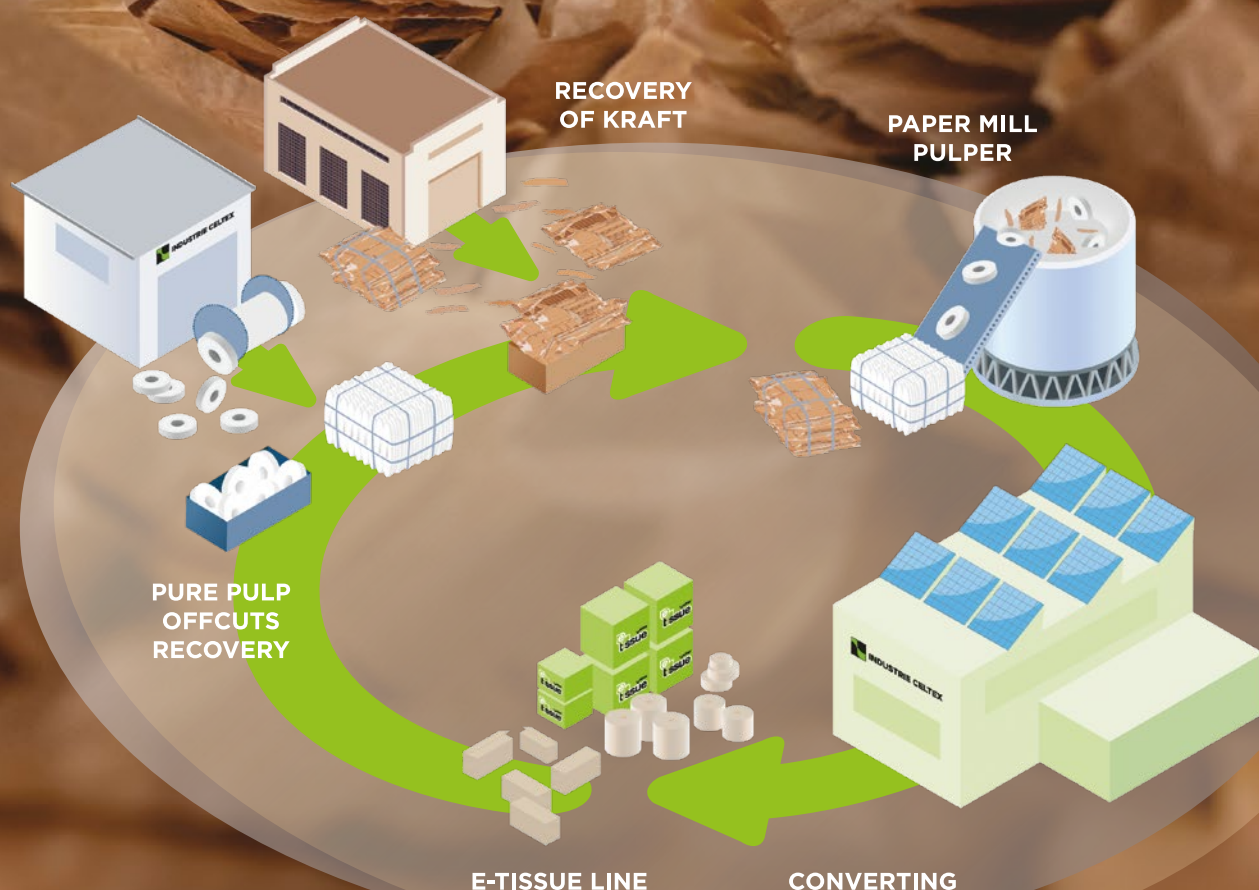


SOFT
Pleasant
to the touch



PLEASANT SMELLING
Non-invasive smell,
even when wet

E-TISSUE RECYCLING PRODUCTION PROCESS



EMBOSSING

The E-Tissue range features a delicate shade resulting from its sand-coloured Kraft origins. An eco-friendly line of paper products, **as strong as the raw material they come from**, designed to meet every cleaning need.



COTTON FLOWERS®

Cotton Flowers® embossing portrays the cotton flower in two different flowering stages. Toilet paper turns out to be soft and gentle on the skin.



SATIN®

Satin® embossing lends an incredibly tactile sensation to the paper. Industrie Celtex special patented process results in paper that is resistant, flexible and delightfully soft.



LEONIDA®

Leonida® embossed paper absorbs liquids rapidly and has a pleasant feel that is similar to cloths made of fabric.



ATHENA®

The special structure of **Athena®** is designed to speed up absorption, meaning less wastage as fewer sheets of paper are required to dry hands thoroughly.

CERTIFIED PAPER
IN FULL RESPECT
OF THE
ENVIRONMENT



FLUTECH TECHNOLOGY

DISSOLVED TOILET PAPER, CLOG-FREE PIPES

Flutech® is the Industrie Celtex-patented **chemical-free** technology for toilet paper that enables the product to **rapidly dissolve in water in just 15 seconds**.

A simple yet effective solution that avoids unpleasant clogging of the toilet, annoying disruptions and exorbitant extraordinary maintenance costs.

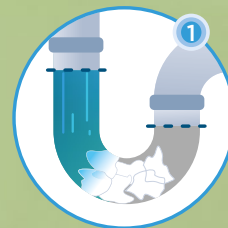


**FAST
DISSOLVING
TOILET
PAPER**

15^s

FLUTECH
FLUSH ACTION
IN 15 SECONDS*

Once the toilet is **flushed**,
E-Tissue toilet paper dissolves
in **15 seconds**.



IDEAL FOR



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



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