



“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 OPTICAL
BRIGHTENERS*



55%
SELF-GENERATED
ELECTRICITY



-75%**
CO₂ EMISSIONS



1900
PHOTOVOLTAIC
PANELS



-20%***
WATER
CONSUMPTION

* No optical brighteners are intentionally added during our production process.

** Compared to conventional methods employed by Industrie Celtex.

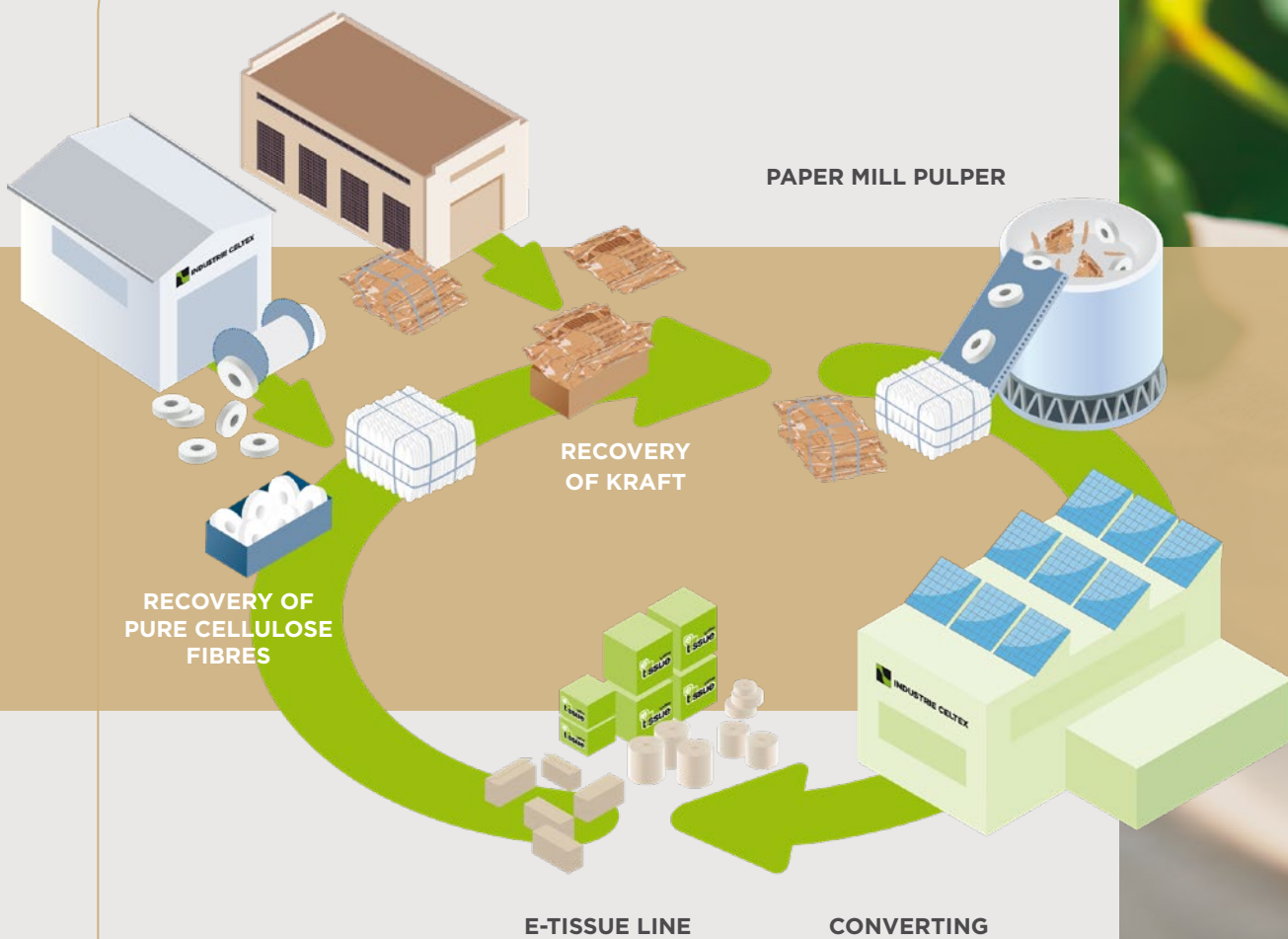
*** Compared to pure pulp equivalent of Industrie Celtex.

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 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

170

15

40



C72321N
E-Tissue V2

Leonida



V

2

21,5x21

200

15

40



C72235N
E-Tissue Z2

Athena



Z

2

20,5x24

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 450 153m 6 48



C32450
E-Tissue
Pull 450

Satin



2 22x19 450 99m 6 48



C30255
E-Tissue
Mini Pull

Satin



2 22x19 250 55m 12 60



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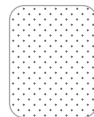


AUTOCUT HAND-TOWEL ROLLS



C43100
E-Tissue
Master 3.100

Satin



3 H20 cm - 100m 6 44



C40150N
E-Tissue
Master 150

Satin



2 H20 cm - 150m 6 44



C40285N
E-Tissue
Master Time

Micro
embossing



2 H20 cm - 285m 6 44



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TOILET PAPER

DOMESTIC TOILET PAPER

| | C11250 E-Tissue Sand 4R | Cotton Flowers | | 3 | 11x9,8 | 250 | 27,5m | 10 | 48 | |
|--|---|----------------|--|---|--------|-----|-------|----|----|--|
| | C10300 E-Tissue Sand Compact 4R | Cotton Flowers | | 2 | 10x9,8 | 300 | 30m | 10 | 48 | |
| | C10170 E-Tissue Sand 10R | Cotton Flowers | | 2 | 10x9,8 | 170 | 17m | 12 | 21 | |
| | | | | | | | | | | |

JUMBO TOILET PAPER

| | C22280 E-Tissue Maxi Sand | Satin | | 2 | 15x9 | 1866 | 280m | 6 | 63 | |
|--|-------------------------------------|-------|--|---|------|------|------|----|----|--|
| | C20140 E-Tissue Mini Sand | Satin | | 2 | 15x9 | 933 | 140m | 12 | 52 | |
| | | | | | | | | | | |

SINGLE-WRAPPED AND INTERFOLDED TOILET PAPER



C10180
Single-wrapped
E-Tissue Sand
Hotel 4R

Cotton
Flowers



2 10x9,8 180 18m 10 48



C71390
Interfolded
E-Tissue Sand
Multipack

Athena



2 10,5x18 250 - 36 40



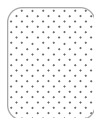
INDUSTRIAL ROLLS

ROLLS



C58582N
E-Tissue Sand
3.500

Satin



3 34x26,5 500 170m 2 54



C58500
E-Tissue Sand
500

Satin



3 26x24 500 130m 2 70



C54544N
E-Tissue Smart

Satin



2 30x26,5 800 240m 2 54



C54800
E-Tissue Sand
800

Satin



2 21x24 800 168m 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 as per Regulation AFNOR: NF Q 34-020:1998, in an accredited laboratory.

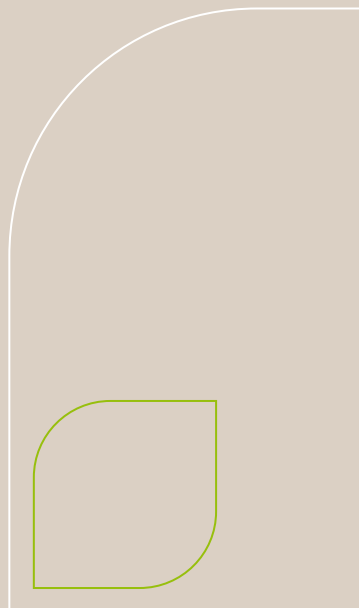
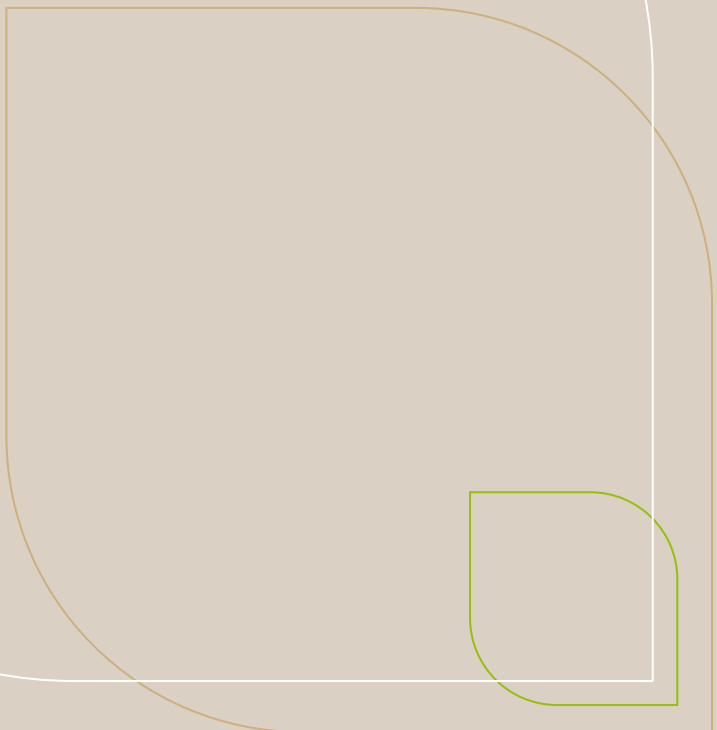






e
tissue

100%
Ecological
Paper





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