



BLACK
satino



BLACKSATINO
PRESENTS
GREENGROW



The innovative premium product line made from alternative raw materials and **Miscanthus**,
one of the most sustainable fresh fibres



INNOVATION THROUGH ALTERNATIVE RAW MATERIALS

The sourcing of sustainable, responsible and local raw materials for the manufacturing of tissue paper is becoming increasingly challenging. Reasons for this: The advance in digitalisation and the introduction of hybrid forms of work due to the global lockdowns result in waste paper becoming noticeably scarcer.

We have therefore been experimenting with alternative raw materials for years. In addition to office paper, we process used paper cups, beverage cartons, bottle labels and used towel paper as raw material for toilet paper and towel paper.

Since 2013, we have also been running trials with Miscanthus.

ABOUT MISCANTHUS

Miscanthus is a plant that we have selected as the raw material for a new quality line of BlackSatino toilet- and hand towel paper because of its many sustainable properties.

The plant owes its sustainable character to its minimal cultivation requirements, its positive effect on biodiversity, the fact that it is grown locally and that it has a significantly higher cellulose yield compared to other virgin fibres.



1.

RENEWABLE RESOURCE

Miscanthus is a renewable resource. The plant has a lifespan of about 20 years, each year growing to its full height.

The plant is rich in cellulose; this allows us to produce high-quality and soft paper products from it, in which the fibre remains unbleached. In combination with its rapid growth, Miscanthus is ideal as a raw material for the production of tissue paper. All this is in line with our philosophy of using only raw materials that do not exploit the earth.

2.

MINIMAL REQUIREMENTS

Miscanthus places minimal demands on the soil and does not leach it, as the grass boasts an internal nutrient cycle. In addition, Miscanthus improves the soil – after planting it, no maintenance is required for about 20 years and nature can take its course: The roots provide structure to the soil and the decomposing leaves form a humus layer in which soil organisms thrive and produce nutrients. In addition, the soil can store water better.



3. POSITIVE EFFECTS ON BIODIVERSITY

Miscanthus has positive effects on biodiversity. Unlike other cultivated plants, Miscanthus requires only very little labour to cultivate and does not adversely affect the quality of the soil: Miscanthus is harvested only once a year and the soil is neither fertilised, nor ploughed, sprayed or sown – and that for up to 20 years. Since planted areas do not become bare even in winter, they provide shelter for animals all year round. Per hectare, Miscanthus absorbs four times more CO₂ than a hectare of trees.

4. LOCAL CULTIVATION

Miscanthus is grown in Europe. By choosing a local cellulose fibre, we keep the CO₂ impact to a minimum. Also, natural rainfall in Western Europe is sufficient for the plant to grow; irrigation is therefore redundant.

5. NO HARMFUL SUBSTANCES

It is not necessary to use pesticides or fertilisers, so Miscanthus can grow safely without releasing harmful substances ending up in the environment.

6. HIGHEST FIBRE YIELD

Thanks to our innovative production process, Miscanthus delivers a 30% higher fibre yield than for example virgin wood fibres.

The advantage: Fewer raw materials are needed to produce the same amount of products.

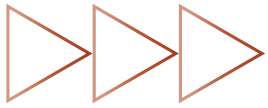
We achieve the high yield on the one hand through the low moisture content of Miscanthus at the time of harvest, and on the other hand through our gentle, bleach-free production process.

A life cycle analysis shows that the ecological footprint of Miscanthus fibre is 65% smaller than that of an average virgin wood fibre. Based on this analysis, Miscanthus is the most efficient and sustainable choice when using virgin fibres.

SUSTAINABLE MISCANTHUS

- ▷ Renewable resource
- ▷ Minimal requirements
- ▷ Positive effects on biodiversity
- ▷ Local cultivation
- ▷ Free from harmful substances
- ▷ Highest fibre yield





BLACKSATINO GREENGROW

By using Miscanthus, we are opting for a local cellulose fibre; the plant is a future-proof and sustainable alternative for the production of toilet paper and hand towel paper. In addition, paper waste streams also remain an important raw material. With BlackSatino GreenGrow, we are now introducing an innovative combination of sustainable, responsible raw materials bundled into a premium product line.

BlackSatino GreenGrow is – like the other product lines Original and Blend – produced with 100% green electricity and without harmful chemicals. Unavoidable production related emissions are compensated with Gold Standards and the line is Cradle to Cradle certified Silver.



Curious about our BlackSatino
GreenGrow products?



BLACKSATINO GREENGROW

For the production of hygiene paper we combine the unbleached Miscanthus cellulose fibre with coffee cups, office paper and used towel paper, among other things.

MISCANTHUS

Miscanthus is a renewable raw material, a crop grown locally without fertilisation, irrigation or pesticides.

SUSTAINABLE
Research shows:
65% smaller footprint
than other wood based
virgin fibres

HARVESTING
There is no soil
disturbance throughout
the year except for the
annual harvest.

GROWING

The plant grows for about 20 years, each year to the adult height. Nature can take its course during this period, improving the soil structure.

While the Miscanthus cellulose fibre decomposes, lignin is released. This residual stream is a raw material for other industries.

PAPER WASTE STREAMS

ORGANISATION

Various waste paper streams from organisations are used as raw materials.

BLACKSATINO GREENGROW

Premium hygiene paper, sustainably produced without harmful chemicals, with responsible raw materials and 100% green electricity.

More information?

WWW.BLACKSATINO.EU

CLOSE THE CIRCLE

All developments at BlackSatino are based on the closed-loop principle – including the BlackSatino GreenGrow products. They are a combination of the renewable Miscanthus fibre and various waste paper streams.

This unique mix of raw materials provides organisations with the opportunity to use their own paper streams – as part of a closed-loop agreement – for BlackSatino GreenGrow products. These innovative and high-quality hygiene papers can then be used in combination with the circular BlackSatino dispensers in your own organisation.

-65%

Ecological footprint
in comparison to
virgin woodbased fibres*

WOULD YOU LIKE TO LEARN
MORE ABOUT CLOSED LOOPS?



Please contact us!

* Based on life cycle analysis





BLACKSATINO GREENGROW FREQUENTLY ASKED QUESTIONS

What is BlackSatino GreenGrow?

BlackSatino GreenGrow is a new, innovative premium product line of toilet paper and hand towel paper produced from local Miscanthus fibres and waste paper streams.

How does BlackSatino GreenGrow fit into the raw material strategy of the WEPA Group?

In the 2020 Sustainability Report, the WEPA Group presents its sustainability strategy as well as its vision and ambitions for the future. Part of this sustainability strategy focuses on the raw materials WEPA will use in the future.

Our objective: We strive for a fibre portfolio with exceptional environmental performance that is based on the closed-loop economy.

Our objective is to reduce the environmental impact of fibre consumption by 25% by 2030, including by using more recycled fibre and sustainable virgin fibre.

To achieve this, WEPA is expanding its capacity to use recycled paper, working on new processes to use fibres more efficiently, and investing in innovative fibre alternatives. This will lead to the share of recycled and alternative fibres increasing to 60% by 2030.

Miscanthus is one of the sustainable cellulose alternatives that WEPA has been experimenting with for a long time already. A life cycle assessment shows that Miscanthus has the smallest footprint compared to other woodbased fibres. For this reason, BlackSatino GreenGrow – as a hybrid product line – fits perfectly into the “Future Fibre” strategy of the WEPA Group.

How does a virgin fibre fit in with a sustainable brand like BlackSatino?

We are constantly developing as a brand. What is particularly sustainable today may already be outdated tomorrow. Due to the increasing scarcity of waste paper, we have been experimenting for years already with alternative raw materials that are in line with our idea of sustainability and regionality. By combining sustainable Miscanthus fibre with waste paper streams, we can continue our journey and guarantee a continuity that fits our circular DNA.

A study has shown that Miscanthus has the smallest ecological footprint compared to other virgin cellulose fibres due to its many sustainable properties.

▷ **Why is Miscanthus a sustainable raw material?**

The plant has many sustainable properties that lead to a minimal ecological footprint. For example: Miscanthus is a renewable resource; the plant is rich in cellulose and has a lifespan of about 20 years; it grows to maturity every year and can then be harvested. The plant needs very little to grow, as it has its own nutrient cycle: It is virtually self-sufficient. The soil is not depleted, but rather Miscanthus improves the soil structure. Miscanthus can be grown locally and has a positive impact on biodiversity. There is no movement on the cultivated area during the year, as Miscanthus does not require pesticides, fertilisation or irrigation. Miscanthus absorbs four times more CO₂ per hectare than a hectare of trees. In addition, the fibre yield is 30% higher than that of other cellulose plants.

▷ **Why are BlackSatino GreenGrow products made from Miscanthus and waste paper streams?**

Research shows that the raw material recycling paper has the smallest ecological footprint. That is why WEPA prefers to use recycling paper as a raw material. By adding Miscanthus, we can ensure continuity in a sustainable way in a market where recycling paper is becoming increasingly scarce.

▷ **Can I, as an organisation, have my waste paper streams used as raw material for GreenGrow products?**

Yes, because BlackSatino GreenGrow products contain both Miscanthus fibres and waste paper streams. You can use office paper, used paper cups and used paper towels. By collecting these paper streams separately and concluding a closed loop agreement with WEPA and the waste service provider, you as a company can close the material cycle.

▷ **Does BlackSatino GreenGrow meet the same environmental standards as Original and Blend?**

BlackSatino GreenGrow, like the other product lines Original and Blend, is produced with 100% green electricity and without harmful chemicals. Unavoidable production related emissions are compensated with Gold Standards and the line is Cradle to Cradle certified Silver. In addition, it has been awarded the FSC® Mix label.

▷ **Why are the BlackSatino GreenGrow products light beige in colour?**

The light beige colour is due to the fact that the Miscanthus fibre is used unbleached. This decision ensures that no harmful ingredients enter the products. An independent study found that users perceive BlackSatino GreenGrow products as equal in important aspects such as comfort and absorbency, and perceive the colour as indicative of sustainability.

▷ **How soft is the BlackSatino GreenGrow tissue paper?**

Softness and comfort are subjective properties and the result of various factors, for example the length of the paper fibres and the finishing (embossing) of the paper. In an independent study, users rated BlackSatino GreenGrow products as equal to BlackSatino Original, BlackSatino Blend and other brands' 100% cellulose products in terms of comfort, softness and absorbency.



ABOUT WEPA

At WEPA, product innovations and sustainability have been going hand in hand for over 80 years. WEPA Professional GmbH is a trendsetter in the development of toilet hygiene solutions that contribute to a cleaner world and a better environment. We make this positive and passionate contribution to our own production sites and the wider environment.

WEPA will keep making progress in sustainability, working towards completely recycled sanitary facilities. With cycle closure offering an answer to sustainability, and taking a step towards the circular economy, WEPA is inviting you to get involved too.

WEPA PROFESSIONAL GMBH
Rönkhauser Straße 26
59757 Arnsberg, Germany

www.blacksatino.eu
info@blacksatino.eu



BlackSatino is a brand of WEPA Professional GmbH

wepa