

FRESH Vs RECYCLED

Benefits of Virgin Fibre



Raw Material



FRESH FIBRES

- From sustainably managed forests that grow more than they are used and preserve and promote biodiversity
- As a Group, Metsa uses the whole tree for the best fit purpose. Nothing goes to waste.
- The fibre is fully traceable, and more than 90 % is certified pulp



RECYCLED FIBRES

- Material needs to be collected, cleaned & purified for hygiene use, which consumes more water and energy, and increases the carbon footprint
- Availability and quality of recycled material is a challenge due to digitalisation
- As a result, what there is will be transported over longer distances, increases the carbon footprint further, and increasing cost
- Only 60 % of raw material can be used for hygiene tissues – rest goes to waste

Production



FRESH FIBRES

- Lower CO2 footprint in fresh fibre rolls
- Approx. 99 % less waste to landfill
- 30 % less wastewater in tissue mill
- Up to 18 % lower energy consumption



RECYCLED FIBRES

- Higher water and energy use in paper production due to deinking (=cleaning)
- More waste due to 60 % material efficiency (such as plastics, inks and metals)
- More wastewater
- Waste sludge volumes require further transports and waste handling

Use



FRESH FIBRES

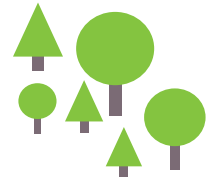
- Product safety - high quality for hygiene, skin contact and food contact use
- Pleasant and efficient to use, soft and absorbent
- Does not contain traces of dirt or contamination such as Bisphenol from printer toner

RECYCLED FIBRES

- Requires 60 % more product safety testing
- Restrictions for food contact materials increasing
- Needs to be purified from Bisphenol, Mineral oils and other components
- Better alternative uses in non-hygiene products, eg. in outer packaging materials

A ROLL OF TOILET PAPER MADE OF FRESH FIBRE HAS – 20 % SMALLER CARBON FOOTPRINT* THAN A ROLL MADE OF RECYCLED FIBRE.

- External carbon footprint study made with AFRY.
- All selected Metsä Tissue's fresh fiber toilet paper products showed a lower carbon footprint compared to recycling.
- Other external studies came to the same result, when sustainably managed Northern European forest fibers were used. (Lindberg et al. 2018)
- New external full life cycle analysis upcoming in 2024.



*fossil based CO2eq/t



CLEAN:
Reduce hygiene- related risks.

&



GREEN:
Save the environment, at every step.

KATRIN IS CLEAN & GREEN



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