



HYGIENE & COSMETICS

PULP FROM WHEAT STRAW: A BREAK-THROUGH TOWARDS A MORE SUSTAINABLE SOCIETY

Traditional standard wood pulping processes generate lignosulfonate as a by-product. Accordingly, Essity's innovative new pulping process generates in addition to the pulp a lignin-containing byproduct. Essity is launching this by-product onto the market with the brand InnoLig+[®]. The feedstock for InnoLig+[®] is straw, an agricultural residual from the fields. The used wheat straw is a fast-growing annual plant that is locally sourced. Essity's innovative pulping process needs no sulfur. As a result, the produced InnoLig+[®] is sulfur-free in contrast to the lignosulfonate produced with the traditional wood pulpin.

InnoLig+[®] can be used in a variety of applications. Due to its properties, it can be used as dust suppressant, pellet binder, concrete plasticiser, fertiliser or as raw material for bio-based plastics.

Essity has invested MEUR 40 in a sustainable alternative fiber facility at our tissue manufacturing plant in Mannheim, Germany, that will enable us to produce high quality hygiene tissue products from wheat straw, a renewable resource that is an agricultural byproduct. This process is a circular innovation that will improve the overall environmental impact of our tissue products and is an important milestone on our journey to net zero in 2050.

In June 2022 Essity launched ZEWA[®] toilet paper with 10% straw. This will improve the environmental impact of the complete range of ZEWA[®] toilet paper. Consumers will not feel any difference: Zewa with straw is as strong and soft as the 'old' ZEWA[®] toilet paper made of woodbased fresh fibers. Since then Essity has launched several different ZEWA[®] toilet papers for the German, Austrian and Swiss market, as well as for its other European brands EDET[®] and LOTUS[®].



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