



HYGIENE
& COSMETICS



CORELESS CONSUMER TISSUE



Essity | Gien, France, and Mannheim, Germany



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Essity's coreless technology for consumer tissue products demonstrates how sustainability innovations can be developed once and then rolled out across multiple European markets. The innovation itself eliminates the cardboard core, improves transport efficiency and lowers the carbon footprint. For instance, Essity's coreless toilet paper products and household towels significantly reduce CO₂ emissions, thanks to product design, transport weight, production as well as the use of renewable energy.

Also, this innovation can be rolled out in more than one country to customers with different preferences. The same underlying technology for toilet paper and household towels has already been expanded across brands and countries, including Lotus in France and Zewa in Germany, as well as Edet and Tempo in other European markets. Produced in Gien, France, and Mannheim, Germany, as well as Manchester, UK. And the consumers like it: 98% of consumers who used Zewa Smart bathroom tissue consider it a practical new solution. 82% said it lasts longer than a regular toilet paper roll.

