

# ECONATURAL PAPER + DISPENSER



# THE REAL CIRCULAR SYSTEM

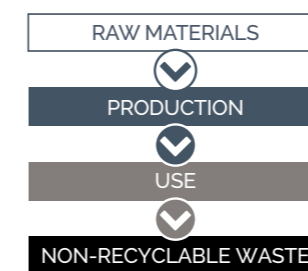
# THE CIRCULAR ECONOMY

The planet's resources aren't infinite.

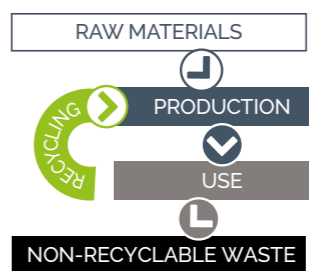
Continuing to make things with the linear "take, produce, consume and throw away" approach puts considerable strain on the environment and on everyone's future.

The solution exists and it's called the **Circular Economy**: a new economic model in which nothing is wasted and everything is transformed into a new, **eco-certified resource**.

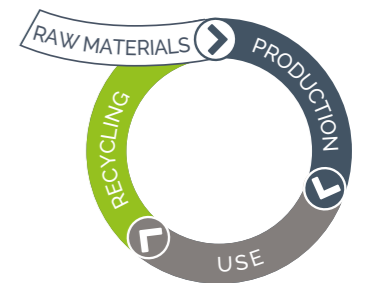
## LINEAR ECONOMY



## RECYCLING ECONOMY



## CIRCULAR ECONOMY



"An economy that is regenerative by intention; aims to rely on renewable energy and resources; minimises, tracks and eliminates the use of toxic chemicals; and eradicates waste through careful design"

*Ellen MacArthur Foundation*



**A CIRCULAR SYSTEM  
FROM BEVERAGE CARTONS?**



ECONATURAL

# THE CIRCULAR PAPER AND DISPENSING SYSTEM



Lucart Professional gives new life to all the components in beverage cartons, using the **cellulose fibres they contain to produce Fiberpack®**, from which it makes paper, while the **aluminium and polyethylene are used to produce Al.Pe.®, the raw material from which it makes dispensers, now with a new patented design.**

**EcoNatural** is the hygiene solution of the future, **giving your customers the quality, and the planet the respect they deserve.**

A concrete example of how the beverage cartons we use every day can be recycled through a special process and transformed from waste into a **new resource.**

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## THE SECOND LIFE OF BEVERAGE CARTONS



\*Source: Lucart Sustainability Report 2023, considering 1L beverage cartons.

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# ECONATURAL PAPER IS CLIMATE NEUTRAL

All EcoNatural line toilet paper and hand towels have achieved **Climate Neutrality\***.

It involves a process made up of clear steps defined by international standards and basically involves the measurement, reduction and offsetting of CO<sub>2</sub>e emissions throughout the product life cycle.

This achievement represents a new start for Lucart as it **sets ever more challenging emissions reduction targets to fight climate change.**

\*For products made at the Diecimo and Laval-sur-Vologne plants, the baseline chosen for the Carbon Footprint calculation was 2021, representing the benchmark used to draw up the reduction plan and calculate the residual emissions to offset, according to international standards. For products made at the Aranguren-Artziniega and Nyergesújfalú plants, the baseline chosen for the Carbon Footprint calculation was 2023, representing the benchmark used to draw up the reduction plan and calculate the residual emissions to offset, according to international standards.



## OUR PACKAGING SPEAKS OF CLIMATE NEUTRALITY

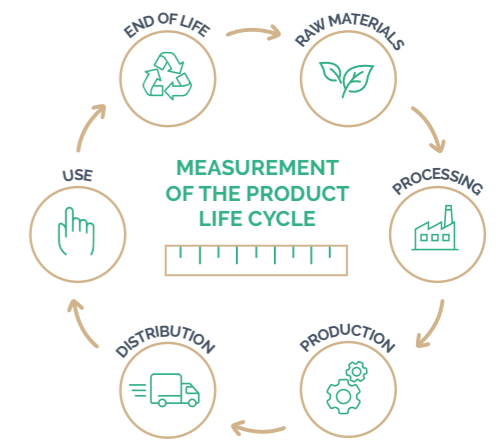
Lucart's commitment to fighting climate change is also highlighted on the packaging of all EcoNatural line Climate Neutral products in the form of a QR code linking to details about the project.

## THE STEPS IN THE PROCESS

1

### MEASURING CARBON FOOTPRINT

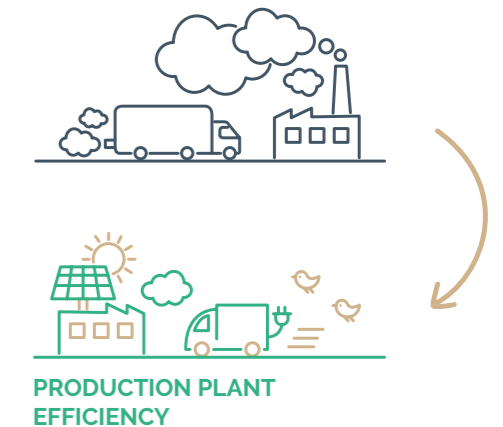
With the support of a company specialising in climate strategy - Carbonsink - Lucart measured its Product Carbon Footprint, i.e. its CO<sub>2</sub> equivalent (CO<sub>2</sub>e) emissions over the entire product life cycle.



2

### REDUCING EMISSIONS

Lucart then drew up a plan to reduce CO<sub>2</sub>e emissions and implemented it by optimising its production plants and improving their efficiency.



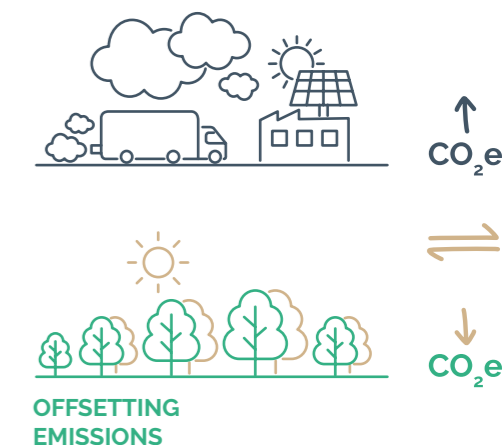
3

### OFFSETTING RESIDUAL EMISSIONS TO ACHIEVE CLIMATE NEUTRALITY

To offset residual emissions that cannot be reduced, Lucart has supported projects to ensure access to water for the people of Madagascar and Ethiopia.

Find out more about the offsetting project.

[CLICK HERE](#)



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# NEW ECONATURAL FLOW DISPENSER

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# THE ONLY DISPENSER PRODUCED FROM BEVERAGE CARTONS

SLEEK AND ELEGANT DESIGN

EMBOSSED CIRCULAR ECONOMY SYMBOL

PRODUCT LEVEL WINDOW

ECONATURAL ENGRAVING

DISPENSER & ROLL MADE FROM RECYCLED BEVERAGE CARTONS

LUCART

ECONATURAL



New patented design



108

Beverage cartons recycled to produce one dispenser\*



Fully recyclable and certified



A complete range in black and white

## ECONATURAL FLOW

AUTOCUT TOWEL ID



TOILET PAPER L1



FOLDED HAND TOWEL



JUMBO TOILET PAPER



BULK PACK TOILET PAPER



WASTE BIN



\* EcoNatural Flow Folded Hand Towel dispenser, considering 1L beverage cartons.

# ECONATURAL SUSTAINABILITY IN PRACTICE

## PAPER

All EcoNatural line toilet paper and hand towels have obtained product Climate Neutrality in compliance with international standards, certifying that all greenhouse gas emissions generated throughout the product's life cycle in a defined period of time have been reduced or offset to zero. The Climate Neutrality process was based on the PAS 2060 standard.



EU Ecolabel certifies that products comply throughout their entire life cycle with strict environmental protection criteria shared by all European Union countries: reduced water pollution, reduced air pollution, reduced greenhouse gas emissions and low electricity consumption.



FSC™ Recycled identifies products made with recycled paper. FSC™ is an international non-governmental organisation promoting the responsible use of forest resources.



100% of the electricity purchased to produce and process EcoNatural paper is generated from renewable sources.



## DISPENSERS

ReMade in Italy® is the first product certification in Italy and Europe accredited to determine the recycled material content in finished products. The ReMade in Italy® label also highlights the lower environmental impact of using recycled instead of virgin material.



Certification testing was performed by accredited Bureau Veritas laboratories



TÜV AUSTRIA OK Recycled ensures that a product's recycled content information is reliable, objective and easily identifiable, as required by EN 15343 and ISO 14021.



ReMade in Italy® certification testifies to the use of recycled material in products and assigns them a class based on the percentage of recycled material they contain. The class to which a product belongs is assigned by the Certification Body based on the composition of the product as declared by the company and verified by the Body.

There are four different classes:

**Class A+:**

products made with at least 90% of recycled material(s) by total product weight.

**Class A:**

products made with at least 60% and up to 90% of recycled material(s) by total product weight.

**Class B:**

products made with at least 30% and up to 60% of recycled material(s) by total product weight.

**Class C:**

products made with more than 0% and up to 30% of recycled material(s) by total product weight.

## SUSTAINABLE PACKAGING PROGRAMME

# SUSTAINABILITY IS ALSO ABOUT PACKAGING

Sustainable packaging, a virtuous cycle and another step towards sustainability.

At Lucart Professional, technology and environmental responsibility work hand in hand to improve the wellbeing of people and the planet. This has always been the case from the product perspective. And now it's the case for the packaging too.

The Sustainable Packaging Programme demonstrates Lucart Professional's commitment to producing ever more sustainable packaging by using recycled and/or recyclable materials.

The aim of this ongoing process is the adoption, where technically possible, of packaging made from recycled plastic or paper, as well as recycled and recyclable cardboard cores, and the reduction of packaging thickness and process waste. Lucart also performs constant research to introduce more sustainable primary and secondary packaging techniques and materials.



“Lucart promotes continuous improvement by supporting and adopting innovative technology to improve the sustainability of all its products' primary and secondary packaging”

*Massimo Pasquini, Lucart CEO*

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# RESULTS FOR THE PLANET

The world expects the availability of sustainable products to translate into concrete results for the environment.

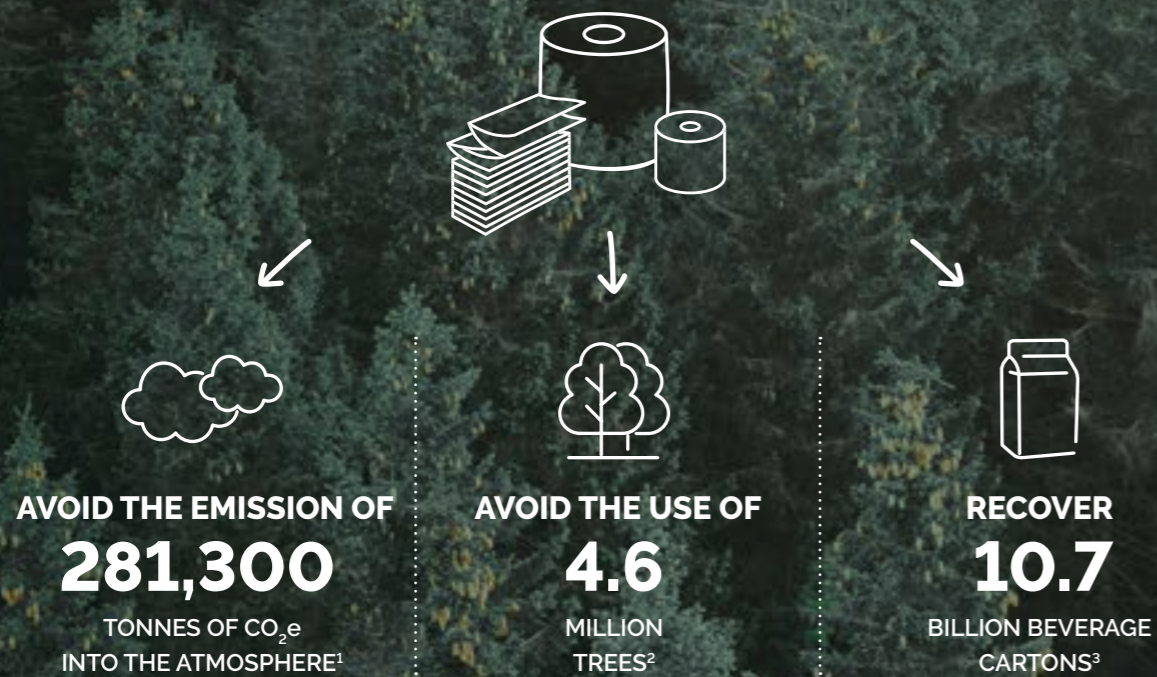
The EcoNatural project makes a tangible and measurable environmental contribution.

## RECYCLE WASTE, SAVE FORESTS, LIMIT EMISSIONS.

Based on the amount of **Fiberpack®** paper produced in the period 2013-2023, Lucart helped: **recover over 10.7 billion 1L beverage cartons**, which put end-to-end cover a distance equal to 62 times the earth's circumference; **avoid the use of more than 4.6 million trees**, or an area equivalent to 15,800 football pitches; and **avoid over 281,300t of CO<sub>2</sub>e emissions into the atmosphere**, equivalent to 2,165,749 car journeys from Paris to Frankfurt. In the period 2017-2023, Lucart Professional also reused the aluminium and polyethylene in **10.3 million beverage cartons** to produce dispensers made from **AL.Pe.®**.

### FIBERPACK®

THE ECONATURAL PAPER CREATED BY RECYCLING BEVERAGE CARTONS ENABLED US TO:



Lucart Sustainability Report 2023.

### AL.PE.®

THE DISPENSERS CREATED BY RECYCLING BEVERAGE CARTONS ENABLED US TO:



Lucart results in the period 2017-2023.

SOURCES: <sup>1</sup> European Union Life Cycle Database (ELCD). <sup>2</sup> United Nations Environment Programme, Report 2011: Towards a Green Economy. <sup>3</sup> Considering 1L beverage cartons.

# RESULTS FOR YOUR BUSINESS

When you choose EcoNatural, you're improving things not just for yourself but also for your clients.



### THE DISPENSER REFLECTS YOUR COMMITMENT

The screen-printing on the dispenser testifies to **the concrete sustainability** of the EcoNatural system.



### THE CERTIFICATE PROVES IT

The online "Environmental Saving Calculator" gives a concrete idea of your environmental contribution when you buy Fiberpack® products. You can also print a **Certificate** that spells out the number of beverage cartons recycled, tonnes of CO<sub>2</sub>e avoided and trees saved.

## STAY CONNECTED TO THE WORLD OF LUCART

Lucart Professional provides the entire sales chain with an exclusive reserved area featuring high-value content, including apps and business tools, to stay connected with the brand and its world.

## LUCART For ME



# RESULTS FOR THE COMMUNITY

Choosing EcoNatural means improving things for the community as a whole.



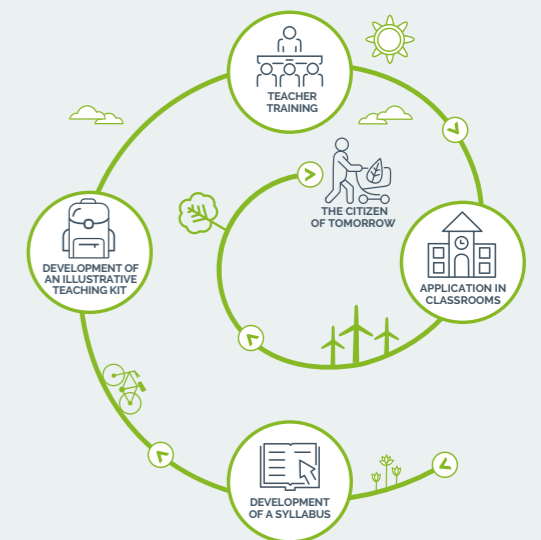
### FOR SCHOOLS

EcoNatural promotes the principles of the circular economy in schools to teach new generations about the value of sustainability through workshops, discussion, analysis and other practical and extra-curricular activities.



### FOR PUBLIC ADMINISTRATIONS

The MMC® (Municipal Material Cycle) project is the new virtuous model of recycling education, already successfully tested in Slovenia and transferred to various municipalities in Slovachia and France, that directly involves local communities.



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# ECONATURAL FLOW DISPENSERS RANGE

## ECONATURAL FLOW AUTOCUT TOWEL ID DISPENSERS



378x328x225 mm  
(HxWxD)

- 28 cm-long sheets.
- Compatible with EcoNatural 155 ID Cardboard Core (Cod. 861170).



Class B



White finish: 39%  
Black finish: 42%

## ECONATURAL FLOW TOILET PAPER L1 DISPENSERS



265x202x202 mm  
(HxWxD)

Compatible with EcoNatural 180 L1 MINI (Cod. 812506).



Class A



White finish: 65%  
Black finish: 72%

## ECONATURAL FLOW FOLDED HAND TOWEL DISPENSERS



404x320x155 mm  
(HxWxD)

- Holds up to 4 packs of EcoNatural folded hand towels.
- Can hold standard folded hand towels and slim folded hand towels.



White finish: Class A  
Black finish: Class A+



White finish: 79%  
Black finish: 94%

## ECONATURAL FLOW JUMBO TOILET PAPER DISPENSERS



357x350x142 mm  
(HxWxD)

Can hold EcoNatural jumbo toilet rolls with diameter up to 290 mm.



White finish: Class A  
Black finish: Class A+



White finish: 78%  
Black finish: 93%

## ECONATURAL FLOW BULK PACK TOILET PAPER DISPENSERS



328x165x138 mm  
(HxWxD)

Holds up to 2.5 packs of EcoNatural interfolded toilet paper.



White finish: Class A  
Black finish: Class A+



White finish: 79%  
Black finish: 94%

## ECONATURAL FLOW WASTE BINS



558x345x230 mm  
(HxWxD)

- Capacity: 23 l
- Floor standing or wall mounting.



Class A



White finish: 76%  
Black finish: 90%

## ECONATURAL DISPENSERS

### REFILLABLE LIQUID SOAP



216x102x90 mm  
(HxWxD)

- Individually packed.
- Contains up to 0.55 l of soap.
- 1.3 ml per dose.



Class A

EXPLORE THE FULL RANGE  
OF CERTIFIED PRODUCTS

[CLICK HERE](#)

Toilet paper, hand towels, center pull wipers  
and much more.



*Naturally advanced*

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