

PreZero and Tork Paving the Way for Closed Loop with Paper Towels

Another milestone on the road to zero waste: with the first recycling service for paper towels, sustainability and hygiene go hand in hand in the washroom, too.

Neckarsulm, June 16, 2024. Joint projects are paving the way for more closed loops. In this regard, environmental service provider PreZero is forming another sustainability alliance with a new strong partner: hygiene and health company Essity and its brand Tork. The area of professional hygiene remains a largely untapped opportunity for a circular economy model. Due to the complexity of the recycling process, e.g. caused by the mixing of residual waste, paper towels are very rarely recycled at present. Tork PaperCircle®, developed by Essity, is the world's first recycling service for paper towels. Through the process of separately collecting used paper towels from Essity, and PreZero sustainably recycling them for processing into new hygiene paper products, the overall CO₂ equivalent footprint can be reduced by 40%* and a reduction of around 20% in residual waste volumes can be achieved. The recycling service is available in several European markets.

Thanks to its partnership with Essity, the environmental service provider PreZero is making further progress in its waste prevention and resource conservation efforts. "Creating a genuinely sustainable value chain is only ever possible if all stakeholders are committed. In our pursuit of developing more eco-friendly processes, we also look to cross-industry partners for inspiration and collaboration to maximize our impact on the road to zero waste," explains Dietmar Böhm, Executive Board Member PreZero Dual, Intragroup Services & New Business PreZero International. "For us, sustainability is not just some marketing buzzword. Our aim at PreZero, therefore, is to consistently integrate social responsibility into our processes and business models. We need strong partners like Essity to implement this strategy," says Böhm.

"As a market leader in sustainable hygiene solutions in the public sphere, we're excited to be able to further expand our state-of-the-art hygiene concept with a strong partner. Thanks to our joint and simple complete solution, from disposal to recycling, we can reduce resource consumption and minimize waste volumes. At major events in particular, with a constant stream of visitors in and out of the venue, such a concept must be handled in a responsible manner and implemented smoothly," adds Oliver Obel, Vice President Marketing and Sales Professional Hygiene at Essity. Together with the hygiene brand Tork, PreZero already ensured the successful environmental performance of such a major event at BUGA 23.

Information about PreZero can be found at our [press portal](#).

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* Based on an externally verified life cycle assessment (LCA) for average EU conditions, per month for an average office with 800 employees. Potential savings in kg CO₂ equivalents are calculated on the basis of the LCA results and the collection weight reported to Essity.

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