



Tork Professional Hygiene

Commercialization of LCAs



asaleo
care



Tork Professional Hygiene

- Who are we – framing the conversation
- Sustainability and Tork – our history
- Why LCAs



Asaleo Care Brands

Australasia's leading manufacturer and marketer of hygiene and personal care brands.

Consumer

Portfolio of leading consumer household brands manufactured and sold across Australia and New Zealand.



Business 2 Business

Our Business to Business division manufactures and markets a broad range of commercial washroom, tableware and wiping hygiene solutions.

We also market incontinence products, systems and support into nursing homes and hospitals





Our Business Structure



Global Partner

Innovation

Leadership in Sustainability

Global Brand



Parent Company

Local manufacturing

Local Sustainability Leadership

Financial Resources



Operating Division

Hygiene Expertise

Customer Solutions

Customer Support





Tork - A global brand

6 million

Tork dispensers installed in workplaces around the world each year

Tork is chosen by customers in over

90
countries

In 2012 we spoke to

13,500

customers across the world, for 55 Tork research & innovation projects

No.1
professional hygiene brand globally

73%

of customers who ever try Tork go on to purchase it regularly

100+ people

dedicated to developing Tork products and services

261 patent families held, 142 patents applied for in the last 5 years







Local and sustainable

- The only manufacturer of tissue products in New Zealand and we employ over 350 New Zealanders.
- The only tissue mill, globally, to employ geothermal steam in the drying process and the majority of power supply is hydro.
- Majority of pulp is local virgin, from sustainable plantations and waste products.



Why is sustainability important to us?

- We supply vital products which bring hygiene to everyday life, but our industry has a significant footprint. It is up to us to minimize our impact.
- A high profile industry, from a sustainability view, leading to many competitors making unsubstantiated environmental claims.
- Sustainability is difficult to communicate. Little understanding at most levels about concepts and ...

‘what does good look like’.

Best in class



Strong brand



Strong partner



Ratings & Awards



Ecolabels



Local Achievements





Tork & sustainability

- Established leadership:
 - 1st with ECNZ in New Zealand (since 2002).
 - 1st in world with geothermal.
 - The largest range of FSC certified products.
- But competitors catching up!
 - PEFC
 - Recycled
 - Plants ring fenced to achieve ECNZ
- Difficult to educate the market
 - The value of the whole company profile
 - CSR



Why LCAs

- What next. Looked at options.
- What was our aim.
- What can we commercialize.



Why LCAs

- Offers complete transparency over the total product lifecycle. A challenge to competitors.
- Enables internal transparency on footprint touch points.
- Raises bar for competitors. We have a great story.
- Ability to provide comparisons with competitors through Gabi tool.



What next?

- New concept for our market.
- We need to publicize and educate to explain concept and value to all parties in the supply chain.
- Need to establish EPD as industry benchmark and standard.

Outputs

1

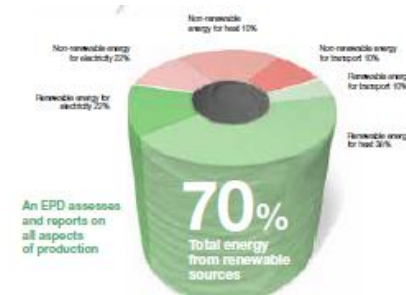
Two EPDs

2

Scenario Tool

3

Communication





Summary

- We are best in class in sustainability.
- We need to continue our leadership position and to raise the bar. This gives us a commercial advantage.
- LCA's and EPDs give us the ability to do this and are the next step in our sustainability journey.



Questions?

