

ECONATURAL PAPER + DISPENSER



THE REAL CIRCULAR SYSTEM

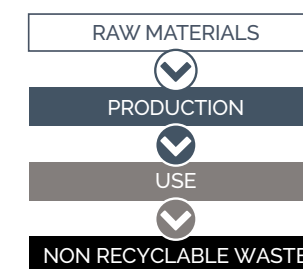
THE CIRCULAR ECONOMY

The planet's resources are not infinite.

Continuing to produce in accordance with the linear "take, make, consume and dispose" approach means putting considerable strain on the environment and everyone's future.

However, there is a solution: it is called **circular economy**, a new economic model where nothing goes to waste and everything turns into a new **ecologically-certified resource**.

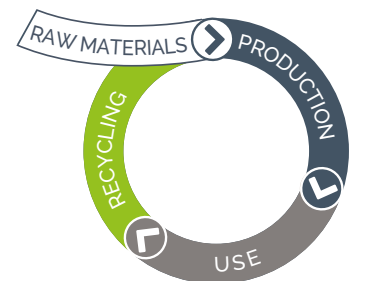
LINEAR ECONOMY



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"

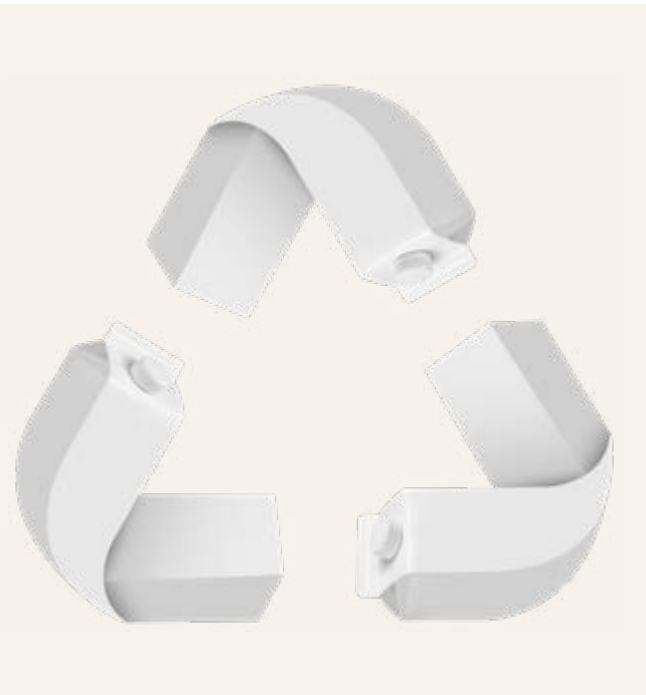
Ellen MacArthur Foundation



**A CIRCULAR SYSTEM
FROM BEVERAGE CARTONS?**



ECONATURAL THE CIRCULAR PAPER AND DISPENSERS 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 with a special process and transformed from waste into a **new resource.**

ECONATURAL THE SECOND LIFE OF BEVERAGE CARTONS



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

ECONATURAL ECONATURAL PAPER IS CLIMATE NEUTRAL

EcoNatural line **toilet paper and hand towels**, produced in the Diecimo and Laval-sur-Vologne plants, achieved **Climate Neutrality*** in 2021.

It involves a process made up of clear steps defined by international standards and basically involves the measurement, reduction and offsetting of CO₂e 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**.

*The baseline selected for the calculation of the Carbon Footprint was the year 2021 and represented, according to international standards, the reference adopted for the elaboration of the reduction plan and the calculation of the residual emissions to be offset.



OUR PACKS TELL OF CLIMATE NEUTRALITY

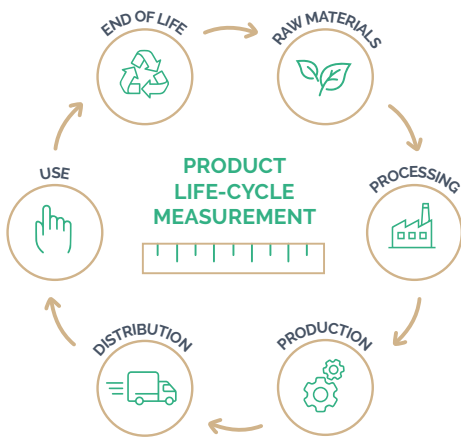
Lucart's commitment to fighting climate change is also highlighted on the packaging of all EcoNatural line Climate Neutral products in the form of a QR code linking to details about the project.

THESE ARE THE STEPS IN THE PROJECT

1

MEASURING CARBON FOOTPRINT

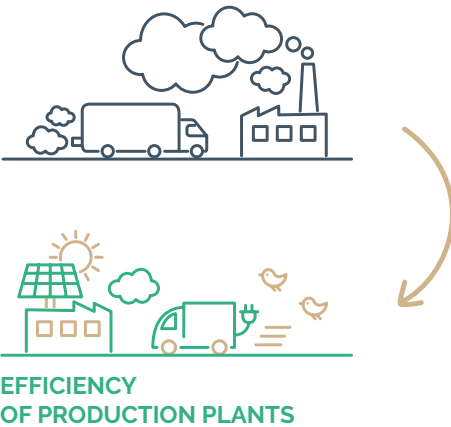
With the support of a company specialising in climate strategy - Carbonsink - Lucart measured its Product Carbon Footprint, i.e. its CO₂ equivalent (CO₂e) emissions considering the entire product life cycle.



2

REDUCING EMISSIONS

Lucart has therefore defined its plan to reduce CO₂e emissions and implemented it through the **efficiency and optimisation** of its production facilities.



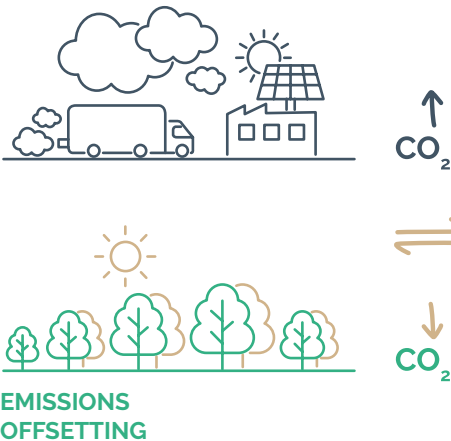
3

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 by **scanning the QR code** and visiting the special landing page.



ECONATURAL

NEW ECONATURAL FLOW DISPENSER

ECONATURAL

THE ONLY DISPENSER PRODUCED FROM BEVERAGE CARTONS

SLEEK AND ELEGANT DESIGN

PRODUCT LEVEL WINDOW

EMBOSSED CIRCULAR ECONOMY SYMBOL

ECONATURAL ENGRAVING



NEW PATENTED DESIGN

108

BEVERAGE CARTONS RECYCLED TO PRODUCE ONE DISPENSER*

REMADE IN ITALY™

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.

THE CONCRETENESS OF SUSTAINABILITY

THE PAPER

EcoNatural toilet paper and hand towels produced in the Diecimo and Laval-sur-Vologne mills have obtained the product's Climate Neutrality, compliant with the international standard, which certifies that all greenhouse gas emissions generated during the product's life cycle over a given period of time have been reduced or offset to zero. The carbon footprint calculation followed ISO 14067.



The EU Ecolabel is awarded to products and services that meet stringent EU criteria designed to protect the environment, including low air and water pollution, low greenhouse gas emissions and reduced electricity usage.



FSC™ Recycled certification identifies products made with recycled paper. FSC™ is an internationally-recognised non-governmental body which promotes the responsible use of forestry resources.



The paper of EcoNatural products is produced using 100% electricity from renewable sources.



DISPENSERS

ReMade in Italy® is the first accredited product certification in Italy and Europe to verify the content of recycled material in a product. It also highlights the reduced environmental impact resulting from the use of recycled rather than raw materials.



Certification tests carried out by an accredited Bureau Veritas laboratory





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 ALSO GOES THROUGH PACKAGING

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

At Lucart Professional, **technology and environmental responsibility combine** harmoniously with the aim of improving the well-being of people and the planet. This has always been the case from a product point of view. And this is also the case today in terms of packaging.

The Sustainable Packaging Programme represents Lucart Professional's commitment to increasingly sustainable packaging through the use of recycled and/or recyclable materials.

Ongoing research aimed at adopting, where technically possible, **plastic or recycled paper packaging**, as well as **recycled and recyclable cardboard cores**, and reducing packaging thicknesses and process waste. Constant research for the implementation of the most **sustainable techniques and materials** of both primary and secondary packaging.



“Lucart promotes constant improvement by supporting and adopting the most innovative technologies to also improve the sustainability of all primary and secondary packaging of its products”

Massimo Pasquini, CEO Lucart

ECONATURAL

RESULTS FOR THE PLANET

Faced with a selection of sustainable products, today the world expects tangible results for the environment.

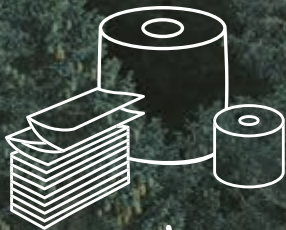
The EcoNatural project guarantees a tangible and measurable eco-friendly solution.

RECYCLE WASTE, SAVE FORESTS, LIMIT EMISSIONS.

Indeed, considering the tonnes of **Fiberpack®** paper produced, in 2013-2023, Lucart contributed to the **recovery of over 10.7 billion 1L beverage cartons**, covering a distance equal to 62 times the planet's circumference. **It saved more than 4.6 million trees**, for a surface area equivalent to 15,800 football pitches and **avoided CO₂e emissions emitted into the atmosphere exceeding 281,300t**, equal to the emissions of 2,165,749 journeys by car from Paris to Frankfurt. Plus, in 2017-2023 period, Lucart Professional recycled the aluminium and polyethylene parts of **10.3 millions** of beverage cartons thanks to the production of **AL.Pe.®** dispensers.

FIBERPACK®

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



AVOID
281,300

TONNES OF CO₂e EMISSIONS
INTO THE ATMOSPHERE¹



SAVE
4.6

MILLION
TREES²



RECOVER
10.7
BILLION BEVERAGE
CARTONS³

Lucart Sustainability Report 2023.

AL.PE.®

THE DISPENSERS CREATED BY RECYCLING BEVERAGE CARTONS ENABLED US TO:



RECOVER
10.3

MILLION BEVERAGE
CARTONS³

2017-2023 Lucart results.

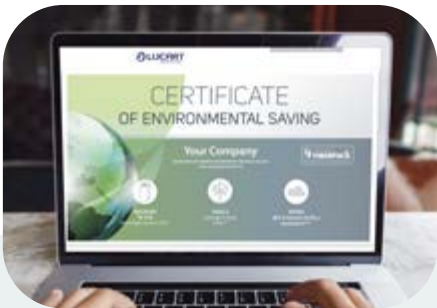
SOURCES: ¹ European Union Life Cycle Database (ELCD). ² United Nations Environment Programme, Report 2011: Towards a Green Economy. ³ Considering 1L beverage cartons.

RESULTS FOR YOUR BUSINESS

When you choose EcoNatural, you are improving things not just for yourself but for your clients.



THE DISPENSER REFLECTS YOUR COMMITMENT
The screen-printing on the dispenser attests to **the concrete sustainability** of the EcoNatural system.



THE CERTIFICATE PROVES IT
Through the online application **"Environmental Saving Calculator"**, you can concretely appreciate the environmental contribution of buying products made of Fiberpack®. Furthermore, you can print the **Certificate** that spells out the number of recovered beverage containers, the tonnes of CO₂e that were not released into the atmosphere and the number of 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

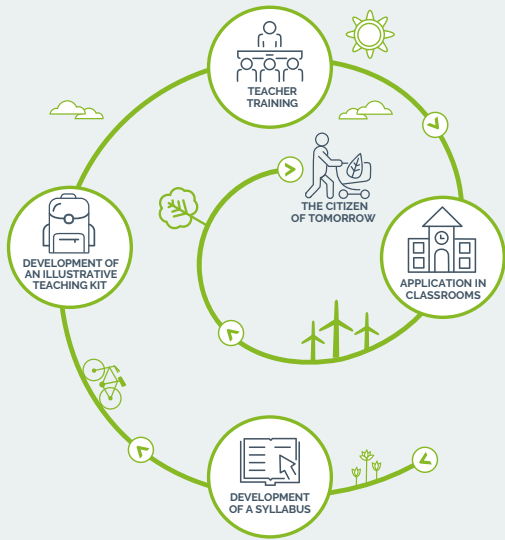
When you choose EcoNatural, you are improving things not just for yourself but also for the entire community.



FOR SCHOOLS
EcoNatural promotes the principles of circular economy in schools to educate young generations to the values of sustainability through workshops, discussions, analyses and other practical and extra-curricular activities.



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



ECONATURAL

ECONATURAL FLOW

DISPENSERS RANGE

ECONATURAL FLOW AUTOCUT TOWEL ID DISPENSERS



Cod. 892521
White finish

Cod. 892520
Black finish

1

374x328x225 mm
(HxLxD)

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

REMADE
IN ITALY

Class B

ECONATURAL FLOW TOILET PAPER L1 DISPENSERS



Cod. 892523
White finish

Cod. 892522
Black finish

1

264x202x202 mm
(HxLxD)

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

REMADE
IN ITALY

Class A

ECONATURAL FLOW FOLDED HAND TOWEL DISPENSERS



Cod. 892514
White finish

Cod. 892509
Black finish

1

404x320x155 mm
(HxLxD)


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

REMADE
IN ITALY

White finish:
Class A

Black finish:
Class A+

ECONATURAL FLOW JUMBO TOILET PAPER DISPENSERS



Cod. 892518
White finish

Cod. 892513
Black finish

1

357x350x142 mm
(HxLxD)


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

REMADE
IN ITALY

White finish:
Class A

Black finish:
Class A+

ECONATURAL FLOW BULK PACK TOILET PAPER DISPENSERS



Cod. 892515
White finish

Cod. 892510
Black finish

1

328x165x138 mm
(HxLxD)

Holds up to 2.5 packs of EcoNatural interfolded toilet paper.

REMADE
IN ITALY

White finish:
Class A

Black finish:
Class A+

ECONATURAL FLOW WASTE BINS



Cod. 892517
White finish

Cod. 892512
Black finish

1

558x345x230 mm
(HxLxD)


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

REMADE
IN ITALY

Class A

ECONATURAL DISPENSERS

ECONATURAL REFILLABLE LIQUID SOAP DISPENSERS



Cod. 892447
White finish

Cod. 892345A
Black finish

1x6

216x102x90 mm
(HxLxD)

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

REMADE
IN ITALY

Class A

EXPLORE THE FULL RANGE
OF CERTIFIED PRODUCTS

CLICK HERE

Toilet paper, handtowels, multi-purpose cloths
and much more.



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