

ECONATURAL'S CIRCULAR ECONOMY, FROM BEVERAGE CARTONS.



 **LUCART**
PROFESSIONAL

Naturally advanced

RESULTS. RESPECT.



FROM LINEAR ECONOMY TO 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 resource.

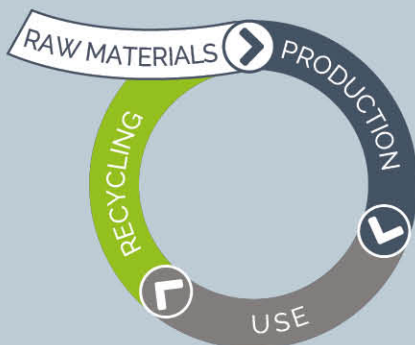
LINEAR ECONOMY



REUSE ECONOMY



CIRCULAR ECONOMY



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

Ellen Mac Arthur Foundation



ECONATURAL

THE CONCRETE EXAMPLE OF CIRCULAR ECONOMY

EcoNatural is the project that has conferred on Lucart the role of a pioneer in the adoption of a **true circular economy**.

As a matter of fact, the **EcoNatural paper+dispenser system** uses **100%** of the components of used beverage cartons, to transform them into two new raw materials.

Fiberpack®, the raw material that Lucart uses to manufacture tissue paper products is obtained from recovered cellulose fibres, while **Al.Pe®**, used in the manufacture of the dispensers, is obtained from polyethylene and aluminium.

A virtuous system that reduces the impact of waste on the environment and which has allowed Lucart to become **a true circular economy benchmark in Europe**.



RECYCLING
WASTE



BEVERAGE CARTONS

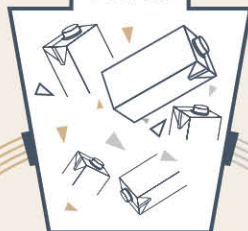


74% CELLULOSE
FIBRES
22% POLYETHYLENE
4% ALUMINIUM

1

SEPARATION OF THE BEVERAGE
CARTONS MATERIALS

PULPER



CELLULOSE
FIBRES

ALUMINIUM +
POLYETHYLENE

2

TRANSFORMATION
PROCESS



TISSUE PAPER
PRODUCTION

DISPENSER
PRODUCTION

3

ECONATURAL SYSTEM



CELLULOSE FIBRE
RECYCLING



DISPENSER
RECYCLING



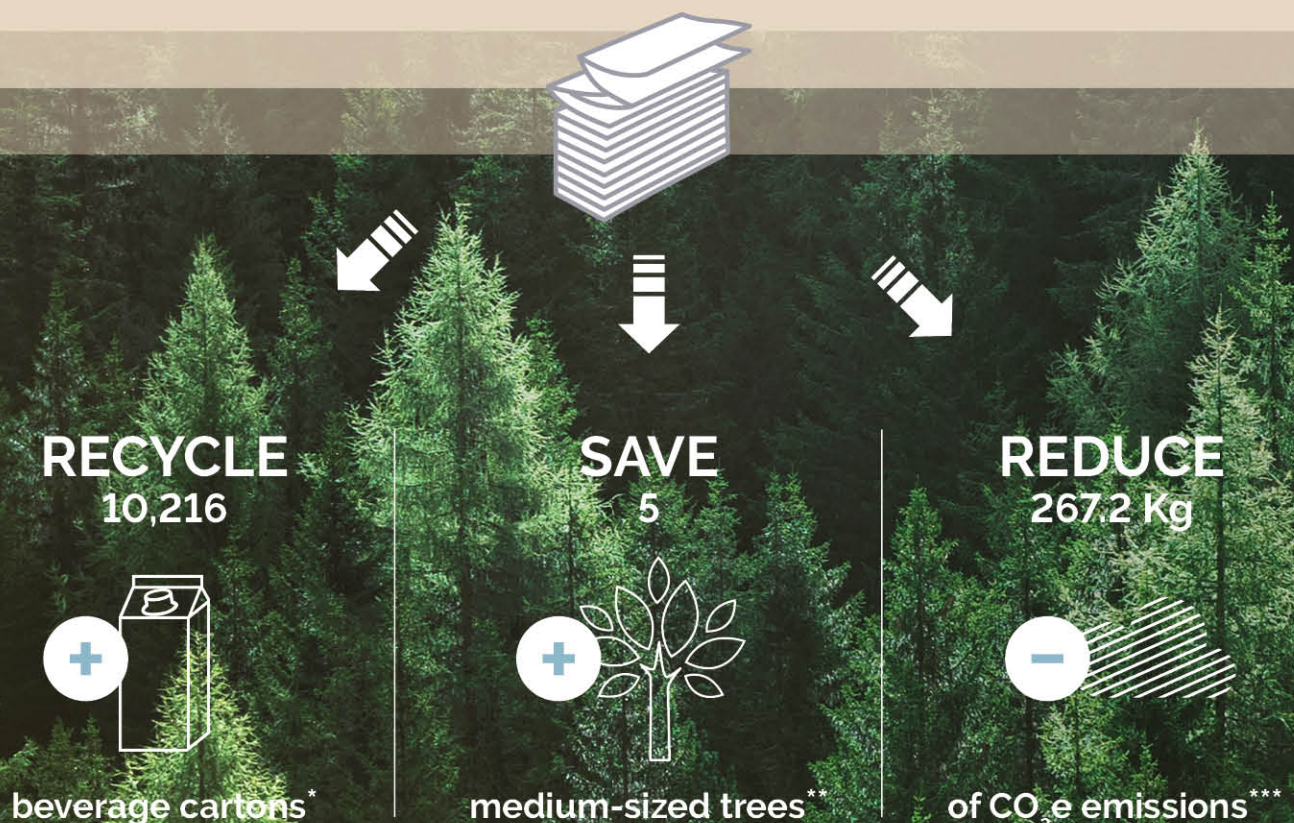
RESULTS. RESPECT.

ECONATURAL

FOR 10 YEARS WE HAVE BEEN CREATING THE FUTURE

FOR 10 YEARS WE HAVE BEEN OBTAINING RESULTS

HERE IS A SIMULATION: ENVIRONMENTAL RESULTS OBTAINED WITH THE PURCHASE
OF A Z-FOLDED HANDTOWEL PALLET AND OF AN ECONATURAL HANDTOWEL DISPENSER.



Lucart's path towards the **concrete sustainability** of EcoNatural started in 2010, thanks to the collaboration with **Tetra Pak®**, which made it possible for the company to recycle the cellulose component in beverage cartons obtaining concrete results in terms of protecting the forests and recycling containers that would otherwise have ended up in a landfill.

Today, Lucart Professional takes one step forward and also recycles the other components of beverage cartons, aluminium and polyethylene, generating, together with its production and supply chain partners, **AL.Pe.®**, the raw material used in the manufacture of dispensers and other commonly use objects.



Watch the video



RECYCLE
108



beverage cartons*

*Considering cartons per 1 litre beverage. **Source: United Nations Environment Programme, Report 2011: Towards a Green Economy. ***Source: European Union Life Cycle Database (ELCD).

ECONATURAL

RESULTS FOR BUSINESS AND FOR THE COMMUNITY

Choosing **EcoNatural** means **contributing towards a change** that truly improves things.
For you, for your customers, for the community as a whole.

1. ECONATURAL INCREASES THE VALUE OF YOUR BUSINESS THANKS TO:

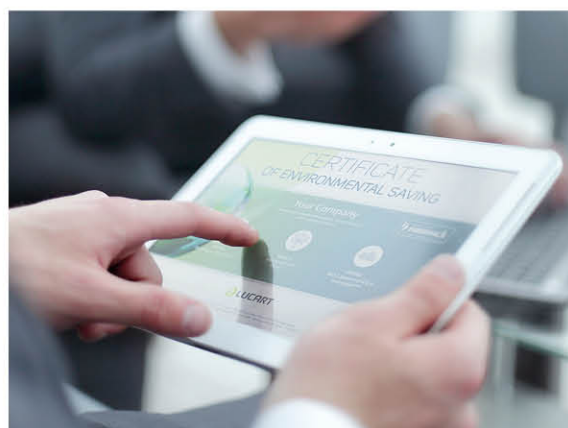


THE SCREEN PRINTED DISPENSER

The product, made from ALPe.®, is visible to all end users and the explanation printed on the dispenser's surface shows everyone the **tangible sustainability** of the EcoNatural system.

THE ENVIRONMENTAL SAVING CALCULATOR

The **online application** through which you can have a concrete image of your environmental contribution from the purchase of products made with Fiberpack® and which also allows you to obtain 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.





2. ECONATURAL IS A GLOBAL SUSTAINABILITY PROJECT FOR THE COMMUNITY:

THE MMC® MODEL (MUNICIPAL MATERIAL CYCLE)

A virtuous **recycling education** model, which directly involves all citizens, the city's institutions and a local partner who could be you. The objective is to create a culture of sustainability and also provide you with the opportunity to insert your business into a virtuous circle that is legitimised and **supported by the entire community**.

The MMC® model, launched in Slovenia – in Novo Mesto and Ljubljana – is a reality that can potentially be exported in other Countries.



THE E-SPACE PROJECT (ECO-SCHOOLS PROJECT ADVANCING CIRCULAR ECONOMY)



The E-Space project, in partnership with the **Foundation for Environmental Education (FEE)**, was set up to educate students on the principles of **circular economy**, where nothing goes to waste and everything turns into a resource.

The E-Space project is an opportunity **to educate** young people **to sustainability**, contribute towards guaranteeing a **better future** for them, and increase the maturity and awareness of the generation who will be your future customers.



THE FULL RANGE OF ECONATURAL PRODUCTS

PLASTIC FREE



RECYCLED & RECYCLABLE

Sustainable packaging in recycled and recyclable paper.

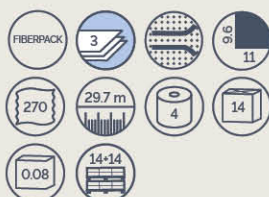
ECONATURAL NEW PAPER PACKAGING

TOILET PAPER
ECONATURAL 4.3
Cod. 811C54

NEW



Embossing



KITCHEN TOWELS
ECONATURAL 2.3
Cod. 821639

NEW



Embossing



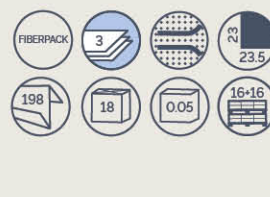
Suitable for dry food contact.

"Z" FOLDED HANDTOWELS
ECONATURAL Z3
Cod. 864075

NEW



Embossing



WASHROOM AREA

HANDTOWEL ROLLS
ECONATURAL 70
Cod. 861065



Embossing

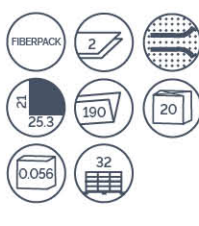


Suitable for dry food contact.

"V" FOLDED HANDTOWELS
ECONATURAL V 2.25
Cod. 863049



Embossing



TOILET PAPER
JUMBO ROLLS
ECONATURAL 150
Cod. 812152



Embossing



TOILET PAPER
ECONATURAL 1
Cod. 811887



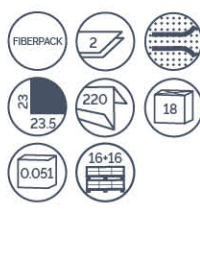
Embossing



"Z" FOLDED HANDTOWELS
ECONATURAL Z
Cod. 864036



Embossing



TOILET PAPER
JUMBO ROLLS
ECONATURAL L-ONE MINI 180
Cod. 812170



To be used with Lucart Professional L-ONE MINI dispenser.



TOILET PAPER
ECONATURAL 10
Cod. 811822



Embossing



TOILET PAPER
BULK PACK
ECONATURAL 210 I
Cod. 811A74



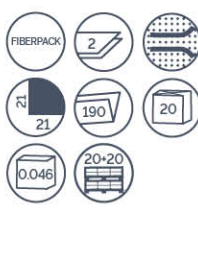
Embossing



"V" FOLDED HANDTOWELS
ECONATURAL V 2
Cod. 863044



Embossing



TOILET PAPER
JUMBO ROLLS
ECONATURAL 300
Cod. 812140A



Embossing



TOILET PAPER
ECONATURAL 4
Cod. 811927



Embossing



FACIAL TISSUES
ECONATURAL 100 V
Cod. 841073



Embossing



WORKPLACE AREA

WIPER ROLLS
ECONATURAL 1500
Cod. 851218A



WIPER ROLLS
ECONATURAL 3800
Cod. 851217



Embossing



CENTER PULL WIPERS
ECONATURAL 800
Cod. 852218



Embossing



Suitable for dry food contact.

CENTER PULL WIPERS
ECONATURAL 135
Cod. 852226A



Embossing



Suitable for dry food contact.

CENTER PULL WIPERS
ECONATURAL
L-ONE MAXI 450
Cod. 852277



To be used with Lucart Professional L-ONE MAXI dispenser.



FOOD AREA

NAPKINS
FATO NATURAL
VEGGIE 38x38
Cod. 82975700



NAPKINS
FATO NATURAL
NATURAL STYLE 33x33
Cod. 82595000



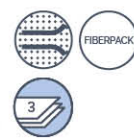
NAPKINS
FATO NATURAL
DRINK NATURAL 25x25
Cod. 82214000



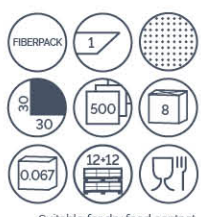
**NAPKINS CUSTOMISABLE
WITH YOUR LOGO**
25x25 - 33x33 - 38x38
(1/4 FOLDED)
16x24 (INTERFOLDED)



PLACEMAT
FATO NATURAL
NATURAL MOOD
0.31x50 MT
Cod. 881231

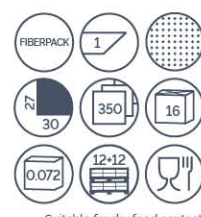


NAPKINS
ECONATURAL 130 T MAXI
Cod. 831119W



Suitable for dry food contact.

**SHIFTED FOLDING
NAPKINS**
ECONATURAL 127 TS
Cod. 831130

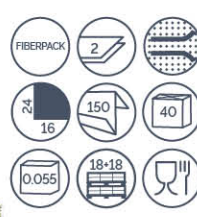


Suitable for dry food contact.

**PRINTED INTERFOLDED
NAPKINS**
ECONATURAL 216 TN
Cod. 832324



Decorated



HEALTHCARE AREA

MEDICAL SHEETS
ECONATURAL 70
Cod. 870099



Embossing



Detach the pre-cut parts to transform the box into a display rack.

HANDKERCHIEFS
ECONATURAL 90 F
Cod. 843166



(EU Ecolabel - 27/09/2002)

All Lucart Professional
EcoNatural products
are EU Ecolabel certified.



All Lucart Professional
EcoNatural products are
FSC® Recycled certified.

ECONATURAL DISPENSERS

IDEAL EVERYWHERE



FOLDED HANDTOWEL DISPENSER
Cod. 892343



400x130x290 mm (HxLxD)
Holds up to 4 packs of folded handtowels.



JUMBO TOILET PAPER DISPENSER
Cod. 892372



335x335x128 mm (HxLxD)
Can hold jumbo toilet rolls with diameter up to 290 mm.



BULK PACK TOILET PAPER DISPENSER
Cod. 892344



300x132x170 mm (HxLxD)
Holds up to 2.5 packs of interfold toilet paper.



REFILLABLE LIQUID SOAP DISPENSER
Cod. 892345



216x90x102 mm (HxLxD)
Individually packed.
Contains up to 0.55 L of soap.
1.3 ml per dose.



WASTE BIN
Cod. 892346



500x215x330 mm (HxLxD)

FROM BEVERAGE CARTONS TO INNOVATION YOU CAN TOUCH



This catalogue has been printed on "Fedrigoni Symbol Freeliffe Satin"



TC 09/20

