

SCA Tissue

SCA Tissue blends holistic environmental practices with innovative products that save money



Visitors to the SCA Tissue booth at this year's ISSA show will see some new evidence that the company — a Gold Level sponsor of the show — is recognized as an environmental leader in the Away-From-Home tissue market in North America.

In addition to a complete lineup of its innovative products, SCA Tissue's booth will be proudly displaying the prestigious Environmental Choice™ Program seal.

The products manufactured at SCA Tissue recently earned the Environmental Choice Program certification, making SCA Tissue the first American sanitary paper manufacturer to earn this designation.

The Environmental Choice Program (ECP), established in 1988, certifies and recognizes products and services that are environmentally preferable.

Criteria are reviewed and revised every three to four years to ensure products certified as meeting ECP criteria are environmental leaders.

"Our program takes a holistic approach to the impact on the environment," explained Kevin Gallagher, vice president of TerraChoice, which has administered the ECP program since 1995.

"The ECP looks at how the final product was produced and what the environmental impacts were in producing the product," Gallagher said.

To earn the ECP certification, SCA's operations passed a rigorous paper and on-site audit that ensures its sanitary tissue production facilities and products meet strict requirements in the categories



of resource and energy consumption, solid waste and effluent discharge."

"Our customers are expecting more of our products to be environmentally friendly," said Don Lewis, senior vice president, sales and marketing. "An increasing number of inquiries and bids are tied to green products and we're doing our part to address these needs."

Focus on Product Innovation

Among the innovative products being highlighted in the booth this year are the Tork® Intuition™ II and the new Xpressnap Tabletop napkin dispensing system.

The Tork Intuition II, a touch-free electronic roll towel system, dramatically improves hygiene and virtually eliminates cross contamination.

By utilizing a patented microchip sensor that automatically detects the presence of a hand, the Intuition II ensures that patrons touch only the towel they will use.

The distinctive sleek design keeps towels completely enclosed until needed, conforming to HACCP guidelines.

The dispenser also features an adjustable towel length, an adjustable time delay and a stub roll compartment. The result is more precise control of consumption and substantial reductions in supply waste and labor for refills.

The Tork Intuition II can be mounted directly to a wall, installed within a recessed wall opening, or retrofitted into a stainless steel recessed towel cabinet.

A new addition this year to Tork Intuition II is a customized heavy gauge stainless steel filler panel, which allows the dispenser to mount directly into existing recessed dispenser areas with no unsightly gaps or sharp edges.

SCA Tissue's exhibit at ISSA also will feature the new Xpressnap® Tabletop napkin dispenser, which has expanded the award-winning Xpressnap dispensing system into the casual dining restaurant market.

Utilizing a revolutionary system that dispenses only one napkin at a time, every time, Xpressnap dispensers reduce waste and also increase personal hygiene because patrons only touch the napkin they take.

Xpressnap dispensers, including the new tabletop model, guarantee a 25 percent reduction in napkin usage, resulting in sizable savings in cost and waste. Many end users of Xpressnap dispensers report savings of 40 percent or more in napkin usage.

Both the stand and tabletop models offer the patented AD-a-Glance™ advertising feature.

End users are able to create customized messages — from special menu items to revenue-producing advertising — and insert them into the see-through display panels. □

Circle Product Information no. 159 on page 66

This content was provided by SCA Tissue as part of a paid advertisement. For more information, please contact SCA Tissue directly at (800) 722-6659 or www.scanorthamerica.com.