

THE COMPANY HAS OPENED IN TREVISO THE FIRST INDUSTRIAL PLANT IN THE WORLD FOR 100% RECYCLING OF USED DIAPERS

The technology patented in Italy by Fater transforms used absorbent hygiene products into high value-added materials, ready for use in new production processes.

A “Made in Italy” example of Circular Economy that earned the company recognition as “Circular Economy Champion” by the European Commission.

Treviso, October 25th 2017 – The first industrial-level plant for 100% recycling of absorbent hygiene products (baby diapers, incontinence diapers, and menstrual pads), turning them into high value-added raw material such as plastic, cellulose, and superabsorbent polymer, that may be reused in new manufacturing processes was presented today in Lovadina di Spresiano (Treviso).

The technology developed and patented in Italy by Fater SpA – a joint venture held equally by Procter & Gamble and the Angelini group and an Italian market leader in the absorbent hygiene product sector – grants reuse of that which, until today, was considered a non-recyclable waste product.

The plant, a one-of-a-kind facility in Europe and the world, has the aim to affirm the efficiency of its technology at an industrial level and process, at full operation, 10,000 metric tons/year of used absorbent hygiene products, equivalent to the amount produced by a population of around 1 million people. The plant will be located at [Contarina SpA](#), a company involved in waste management and collection for 50 townships in the Priula jurisdiction (Treviso).

It is a concrete example of how industry can lead to development and growth without failing to respect environmental sustainability requirements and the efficient use of resources. This has earned Fater SpA the recognition by Legambiente (the main Italian environmentalist NGO) as “Circular Economy Champion”, an award bestowed by the European Commission.

The environmental and economic advantages are evident: above all, the elimination of absorbent hygiene products from landfill, which avoids emissions of an amount equivalent to that absorbed annually by over 30,000 trees. Should it be applied to the entire national territory, this industrial system would allow a reduction in climate-changing emissions equal to those produced annually by over 100,000 automobiles.

Another great advantage is the recycling of high-quality raw material that may be used for a wide range of new manufacturing processes. 150 kg (330 lbs.) of cellulose, 75 kg (165 lbs.) of plastic, and 75 kg (165 lbs.) of superabsorbent polymer will be recovered from each metric ton of suitably recycled waste. Such material may be used in new production processes, thus giving new life – in a different form – to the used absorbent hygiene products.

Fater SpA began researching and developing the technology in 2008, initially testing the process with small-scale machines, then gradually confirming its efficiency with larger volumes. The data collected and the experience gained throughout the experimentation phase have been the basis for the model presented today.

Giovanni Teodorani Fabbri – Fater AHP Recycling BU General Manager: *“The plant we inaugurate today is the result of technological research conducted by Fater since 2008, as well as the cooperation with Contarina, to reach full industrial efficiency. We aim to reach the industrialization of our recycling process by 2018, and will shortly install an additional plant – including further innovation – in The Netherlands. We are satisfied in two ways: for having done the right thing for the environment, and for having set up a business model that self-supports itself at a financial level, as a further proof of Fater’s effort – and that of its P&G and Angelini group shareholders – towards the principles of a Circular Economy”.*

Franco Zanata – President of Contarina: *“It is a fundamental step forward in the challenge we have set ourselves: to recycle what is considered non-recyclable. It is an important passage in the gradual implementation of a circular economy based upon concrete projects and initiatives. This innovative plant witnesses the excellence of ‘Made in Italy’ in the green business sector”.*

Roberto Marinucci – P&G Vice President Global Baby Care, Wipes and Sustainability, and Member of the Fater Executive Board: *“To combine economic growth, environmental awareness, and social development is a crucial factor for companies wishing to remain market leaders in the future. Today, 5 billion people use P&G products, and we are aware that a company as large as ours has the potential to contribute to the quality of life of people and the planet now and in future generations. The Fater absorbent hygiene product recycling project fully corresponds to our vision, and for this reason we have made the effort to support its development at a global level”.*

Jordi Ballesté – CEO Angelini Consumer Goods and Member of the Fater Executive Board: *“We are very proud to be a part of this important project and of all the recognitions earned by Fater at both an Italian and a European level. This new Made in Italy technology represents a state-of-the-art innovation, and the inauguration of this plant is a reward for our efforts and our investments allocated in favour of the development of a circular economy, the environment, society, and our own users”.*

FATER SpA is an Italian company, a joint venture held equally by Procter & Gamble and the Angelini group. It manufactures and sells the products branded Ace/Neoblanc and Comet in 39 countries in the EMEA. It has widened its absorbent hygiene product range since the 1960s in Italy, where it currently manufactures and sells the products branded Pampers, LINES, LINES Specialist, and Tampax. Fater is a dynamic company that invests about 4% of its annual turnover in innovation. The drivers of its long-term growth are knowledge of the consumer and markets, shared skills, and the pursuit of efficiency. Its headquarters are in Pescara, and it runs production facilities in Italy – in Pescara and Campochiaro (Campobasso) – and abroad in Porto (Portugal), Mohammedia (Morocco), and Gebze (Turkey).

Contarina SpA is the company that coordinates waste management in 50 townships of the Treviso province (Italy). It uses an integrated system spanning from production to collection, processing, and recycling, which generates a positive impact on the lives of citizens. The European Community has included the area among **Best Environmental Management Practices**, collecting only 58 kg pro capita per year of residual waste, with a percentage of recycled waste equal to 85%. In his February 2016 speech to the Italian Chamber of Deputies and Senate, EU Commissioner Karmenu Vella has mentioned Contarina’s service as a model to follow. The company has set itself the aim of further increasing the percentage of recycled waste, reduce the quantity of waste produced, and increase the quality of recyclable waste and of the service offered. Such goals are also pursued thanks to the effort in raising environmental protection awareness among citizens. Contarina is considered an innovative company in the implementation of solutions for sustainable development.