

FOR IMMEDIATE RELEASE

Sofidel to Bring Away-from-Home Paper Brand to the U.S.

FORT WASHINGTON, Penn. (August 22, 2016) - [Sofidel](#), a leading global provider of paper for hygienic and domestic use, is continuing to roll-out its away-from-home paper brand in the U.S. With headquarters in Italy, Sofidel brings a rich history of product innovation and sustainability to the U.S. market.

“Our dedication to research and development and bringing exciting products to the market enabled our rapid growth and popularity in Europe,” said Fabio Vitali, Vice President AFH Marketing & Sales for Sofidel America. “We offer unique paper products that protect people, and ultimately an organization’s brand, through technology and innovation and expect strong interest from U.S. customers.”

Sofidel will be launching a new brand for its away-from-home product line in the U.S. at the ISSA INTERCLEAN tradeshow in October 2016. The brand will more clearly convey Sofidel’s position in the U.S. jansan market as a leader and make it easier for customers to identify which products they need, and the value the products bring.

Sofidel’s line of away-from-home products feature paper technology designed to sanitize pipes and sumps to reduce blockage; paper that breaks down quickly when it comes into contact with water; paper that expands when it is used to improve performance; and other unique solutions within the industry.

For more information about Sofidel, visit www.sofidel.com or www.papernet.com/americas.

About The Sofidel Group

The Sofidel Group, a privately held company owned by the Stefani and Lazzareschi families, is a world leader in the manufacture of paper for hygienic and domestic use. Founded in 1966, the Group has subsidiaries in 13 countries – Italy, Spain, the UK, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania, Turkey and the USA - with more than 5,500 employees. A member of the UN Global Compact and the international WWF Climate Savers program, the Sofidel Group considers sustainability a strategic imperative and is committed to promoting sustainable development. For more information, visit www.sofidel.com.

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