

# ECONATURAL'S CIRCULAR ECONOMY, FROM BEVERAGE CARTONS.



RESULTS. RESPECT.

 **LUCART**  
PROFESSIONAL

*Naturally advanced*





# 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.

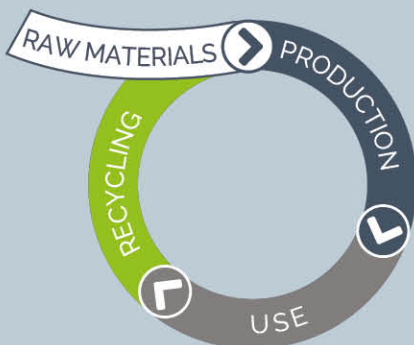
# LINEAR ECONOMY



# 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**<sup>®</sup>, the raw material that Lucart uses to manufacture tissue paper products is obtained from recovered cellulose fibres, while **AL.Pe**<sup>®</sup>, 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

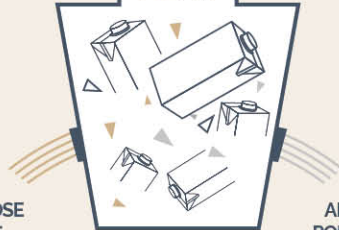
4%

ALUMINIUM

1

SEPARATION OF THE BEVERAGE CARTONS MATERIALS

PULPER



CELLULOSE FIBRES

ALUMINIUM + POLYETHYLENE

2

TRANSFORMATION PROCESS

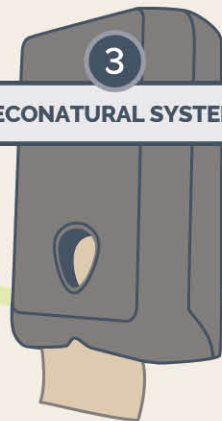


TISSUE PAPER PRODUCTION

DISPENSER PRODUCTION

3

ECONATURAL SYSTEM



CELLULOSE FIBRE RECYCLING



DISPENSER RECYCLING



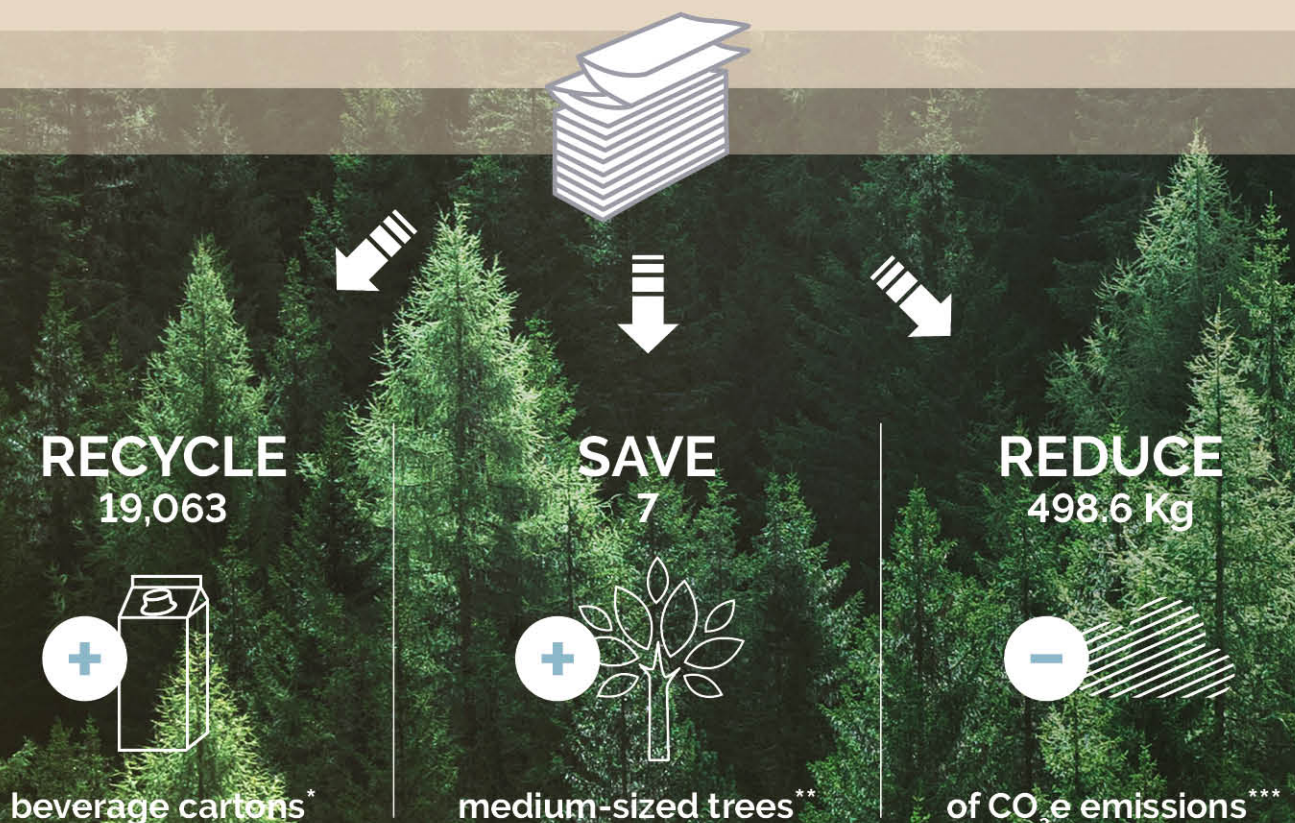
RESULTS. RESPECT.

# 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).

RESULTS. RESPECT.

# 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:

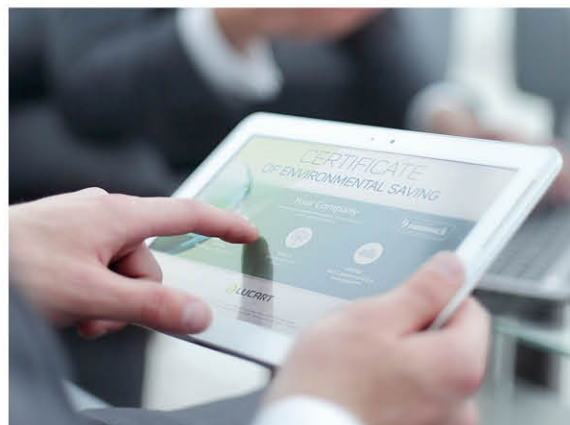


#### THE SCREEN PRINTED DISPENSER

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 CO<sub>2</sub>e that were not released into the atmosphere and the number of trees saved.



RESULTS. RESPECT.





## 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

Embossing

FIBERPACK 3 11  
270 29.7 m 4 14  
14+14

KITCHEN TOWELS  
ECONATURAL 2.3  
Cod. 821639

Embossing

FIBERPACK 3 21  
200 42 m 145 mm 2  
12 10+10

Suitable for dry food contact

"Z" FOLDED HANDTOWELS  
ECONATURAL Z3  
Cod. 864075

Embossing

FIBERPACK 3 23.5  
198 18 16+16

## WASHROOM AREA

HANDTOWEL ROLLS  
ECONATURAL 70  
Cod. 861065

Embossing

FIBERPACK 2  
22.5 37 190 70 m  
130 mm 12  
20+20

Suitable for dry food contact

"V" FOLDED HANDTOWELS  
ECONATURAL V 2  
Cod. 863044

Embossing

FIBERPACK 2  
21 190 20  
20+20

"V" FOLDED HANDTOWELS  
ECONATURAL V 2.25  
Cod. 863049

Embossing

FIBERPACK 2  
21 25.3 190 20  
32

"Z" FOLDED HANDTOWELS  
ECONATURAL Z  
Cod. 864043

Embossing

FIBERPACK 2  
24 22.5 200 15  
30+30

"Z" FOLDED HANDTOWELS  
ECONATURAL Z 20  
Cod. 864052

Embossing

FIBERPACK 2  
24 20 200 15  
66

"M" FOLDED HANDTOWELS  
ECONATURAL M  
Cod. 865010

Embossing

FIBERPACK 2  
22.5 32 125 15  
60

TOILET PAPER  
JUMBO ROLLS  
ECONATURAL 350  
Cod. 812150

FIBERPACK 2  
45 24 1458 350 m  
280 mm 6 24+24

TOILET PAPER  
JUMBO ROLLS  
ECONATURAL 270  
Cod. 812159

FIBERPACK 2  
45 24 1125 270 m  
245 mm 6 56

TOILET PAPER  
JUMBO ROLLS  
ECONATURAL 180  
Cod. 812149

FIBERPACK 2  
45 24 750 180 m  
190 mm 12 28+28

TOILET PAPER  
ECONATURAL 6.3  
Cod. 811929

Embossing

FIBERPACK 3  
9.6 11 250 27.5 m  
6 5 49

TOILET PAPER  
ECONATURAL 400  
Cod. 811832

Embossing

FIBERPACK 2  
9.6 11 400 44 m  
6 5 56

TOILET PAPER  
ECONATURAL 250  
Cod. 811831

Embossing

FIBERPACK 2  
9.6 11 250 27.5 m  
8 8 36

TOILET PAPER  
ECONATURAL 12  
Cod. 811830

Embossing

FIBERPACK 2  
9.6 11 200 22 m  
12 8 14+14

TOILET PAPER  
ECONATURAL 1  
Cod. 811887B

Embossing

FIBERPACK 2  
9.6 11 170 18.7 m  
1x6 12 16+16

TOILET PAPER BULK PACK  
ECONATURAL 210 I  
Cod. 811A74

Embossing

FIBERPACK 2  
21 10 210 40  
20+20



All Lucart Professional EcoNatural products are EU Ecolabel certified.



All Lucart Professional EcoNatural products are FSC® Recycled certified.



## WORKPLACE AREA

**WIPER ROLLS**  
ECONATURAL 3.1000 XL  
Cod. 851250



Embossing



**CENTER PULL WIPERS**  
ECONATURAL 2.350  
Cod. 852328



Embossing



**CENTER PULL WIPERS**  
ECONATURAL 450  
Cod. 852241



Embossing



**WIPER ROLLS**  
ECONATURAL 3.500 XL  
Cod. 851249



Embossing



**CENTER PULL WIPERS**  
ECONATURAL 1.000  
Cod. 852242



Embossing



**KITCHEN TOWEL**  
ECONATURAL MAXI 3  
Cod. 821378



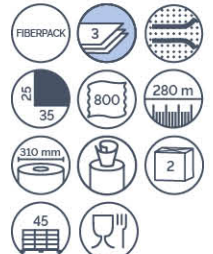
Embossing



**CENTER PULL WIPERS**  
ECONATURAL 3.800  
Cod. 852256



Embossing



**CENTER PULL WIPERS**  
ECONATURAL 800  
Cod. 852218



Embossing



## FOOD AREA

**NAPKINS**  
FATO NATURAL  
VEGGIE 38x38  
Cod. 82975700



**NAPKINS**  
FATO NATURAL  
NATURAL STYLE 33x33  
Cod. 82595000



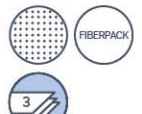
**NAPKINS**  
FATO NATURAL  
DRINK NATURAL 25x25  
Cod. 82214000



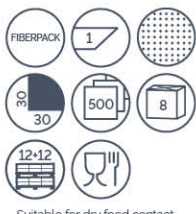
**NAPKINS CUSTOMISABLE**  
WITH YOUR LOGO  
25x25 - 33x33 - 38x38  
(1/4 FOLDED)  
16x24 (INTERFOLDED)



**PLACEMAT**  
FATO NATURAL  
NATURAL MOOD  
0,31x50 MT  
Cod. 881231



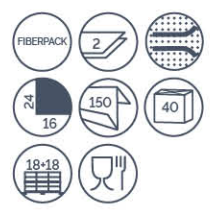
**NAPKINS**  
ECONATURAL 130 T MAXI  
Cod. 831119W



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



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



## HEALTHCARE AREA

**MEDICAL SHEETS**  
ECONATURAL 70  
Cod. 870099



Embossing



**HANDKERCHIEFS**  
ECONATURAL 90 F  
Cod. 843166J



**FACIAL TISSUES**  
ECONATURAL 100 V  
Cod. 841073



# ECONATURAL DISPENSERS

## IDEAL EVERYWHERE



**FOLDED HANDTOWEL DISPENSER**  
Cod. 892343



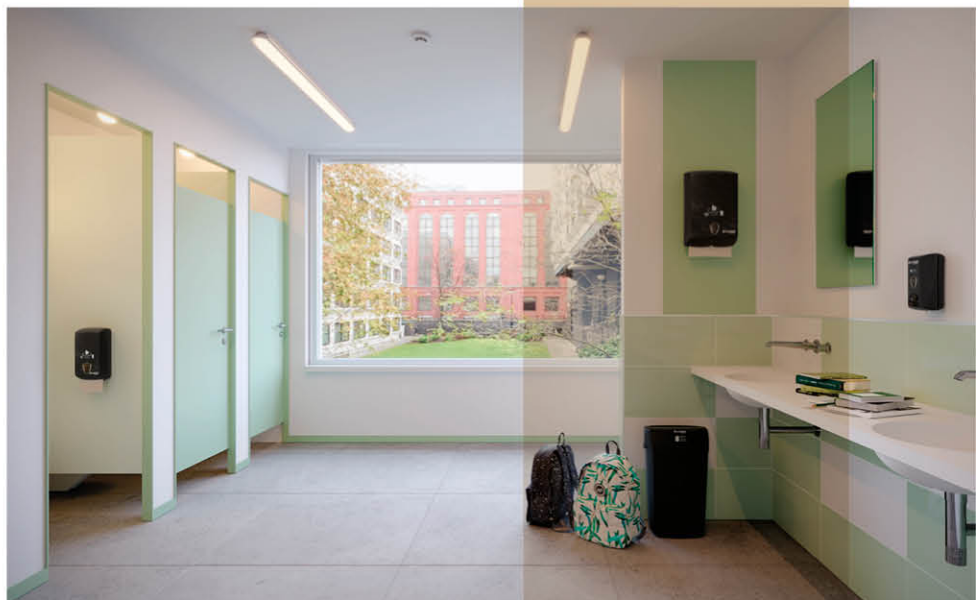
400x130x290 mm (HxLxD)  
Holds up to 4 packs of folded handtowels.



**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**

[www.fiberpack.com](http://www.fiberpack.com)  
**FIBERPACK**  
Recycled fibres from beverage cartons  
IN PARTNERSHIP WITH  **Tetra Pak®**



EcoNatural  
products are  
FSC® Recycled  
certified.



This catalogue has been printed on "Fedigoni Symbol Freelifa Satin"



TC 09/20



*Naturally advanced*

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