

DIAPER LANDFILL CAN BE A THING OF THE PAST AS GAME CHANGING DIAPER RECYCLING TECHNOLOGY WORKS ON AN INDUSTRIAL SCALE FOR THE FIRST TIME

The technology, patented by Fater SpA, a P&G and Gruppo Angelini joint venture, can transform 10,000 tonnes per year of used diapers into new products and materials of added value; enough to serve one million people.

An example of Industry contribution to Environmental Sustainability that won the company the “Circular Economy Champion” award from the European Commission.

Treviso, October 25, 2017 – The world’s first industrial-scale plant capable of recycling virtually 100% of used absorbent hygiene products (baby diapers for infants, sanitary napkins for incontinence and menstruation) and transforming them into secondary raw materials such as plastic, cellulose and absorbing material reached a landmark moment in Lovadina di Spresiano (Treviso) today.

Thanks to the technology developed and patented by Fater S.p.a, a joint venture set up by P&G, the maker of the world’s most popular diaper and absorbent products, and Gruppo Angelini, a leader in production and sales in Italy’s personal health care market, an entire category of products can be now recycled. This is a crucial step in offering consumers superior performing products whilst being able to introduce true circular economy solutions to this category.

The plant is unique, and the first of its kind in the world, and will demonstrate the technology’s industrial-scale efficiency, processing 10,000 tonnes of used absorbent hygiene products per year and serving around one million consumers. The plant will be located at [Contarina S.p.a](#), a company that manages waste collection in 50 municipalities in the Veneto region.

This example of how industry can create growth and leadership in environmental sustainability prompted Legambiente to award Fater S.p.A. the coveted European Commission “Circular Economy Champion” prize. It has also been awarded the EMBRACED grant from the European Commission.

These new secondary raw materials are of high quality and can be used in many new productions. One tonne of AHP waste can yield, after the separation of human waste, around 150 kg of cellulose, 75 kg of mixed plastic, and 75 kg of absorbing material that can be used in new products and processes, giving new life to used diapers.

Giovanni Teodorani Fabbri - Fater AHP Recycling BU General Manager: *“The productive unit we are commissioning today is the result of technological research conducted by Fater since 2008 and its collaboration with Contarina to reach the most complete industrial efficiency. We intend to industrialize our recycling process by 2018 and will soon install another system with further innovation in Holland. Our satisfaction is twofold: knowing that we’ve done the right thing for the environment and that we’ve structured a business model that is self-sustaining in financial terms. This confirms the commitment made by Fater and its shareholders P&G and Gruppo Angelini towards the principles of Circular Economy”.*

Franco Zanata – President of Contarina:

“This is a big step forward in meeting the challenge we have accepted to recycle the un-recyclable: an important step in the progressive implementation of a circular economy based on practical projects and activities. This innovative system testifies to “Made in Italy” excellence in the Green sector.

Roberto Marinucci – P&G Vice President Global Baby Care, Wipes and Sustainability and Member of the Fater Executive Committee *“P&G’s mission is to improve the quality of life of the consumers now and for generations to come. It is an opportunity for growth, innovation and leadership. P&G believe that diaper recycling is good for our consumers, good for the planet and good for business. It fits with our vision on zero waste to landfill. As a company committed to doing the right thing, we are taking leadership in this project.”*

Jordi Ballesté – CEO of Angelini Consumer Goods and Member of the Fater Executive Committee: *“We are very proud to be a part of this important project and of all the recognition Fater has received in Italy and elsewhere in Europe. This new “Made in Italy” technology is an excellent innovation, and the inauguration of this productive unit rewards our efforts and investments dedicated to the development of the circular economy, to the benefit of the environment, society, and our consumers”.*

FATER Spa

Fater is an Italian company set up through equal joint venture between Procter & Gamble and Gruppo Angelini that produces and distributes products under the Ace Neoblanc and Comet brands in 39 countries in the EMEA market. It has been expanding its absorbent hygiene product markets since the 60s, and now produces and sells in Italy products under the Pampers, LINES, LINES Specialist, and Tampax brands. Fater is a dynamic company that invests around 4% of its turnover in innovation every year. Thorough knowledge of both consumers and markets, shared know-how and constant pursuit of efficiency are the company’s drivers of long-term growth. With headquarters in Pescara and Italian productive units in Pescara and Campochiaro (CB), the company also has productive units in Oporto, Portugal, in Mohammedia, Morocco, and in Gebze, Turkey.

Contarina Spa

Contarina is responsible for the waste collection management of fifty municipalities in the Province of Treviso (Italy) through an integrated system involving waste from production to collection, treatment and recovery, generating a positive impact on the environment as well as on the lives of the citizens. Recognized by the EC as European best practice, where a per capita residual waste generation of 58 kg/inh/year and a recycling rate of 85% have been achieved. In February 2016, European Commissioner Vella mentioned Contarina as an example to be replicated. The company’s daily objectives aim to increase the percentage of separate collection, to reduce the amount of waste produced, to raise the quality of the collected recyclable material, and to improve the service offered, optimising the costbenefit ratio. These objectives are pursued by a commitment to raising awareness in citizens with regards to environmental protection and sustainable development. Contarina Spa is considered an innovator in the development and implementation of solutions for the environment and its protection. In the interest of citizens and municipalities (50) to stimulate the communities to re-examine their relationship with resources and reduce waste production to a minimum.

Press Office contacts:

Email: mln.p&g@fleishmaneuropa.com

Home: 02.31804709

Mobile:+39 335.6113555