

Press release

Stockholm, October 14, 2021

Essity and McDonald's are closing the loop for paper cups in Germany

Beverage, milkshake and ice cream cups will be re-used to make professional hygiene paper under Essity's leading Tork brand.

Hygiene and health company Essity and McDonald's are writing circular history with a recycling project that turns used paper cups into a new resource. Starting in 2020, the project consisting of a team from Essity, logistics partner HAVI, and McDonald's Deutschland LLC, has piloted different opportunities to give paper cup waste a new life.

The pilot showed that Essity can successfully use the paper cups, after they have been shredded, as material for some of their mills and turn them into Tork branded toilet paper.

"It's exciting to work with our customers on sustainability projects like this. Combining our recycling technology and knowledge of circular services with McDonald's Deutschland LLC sustainability ambitions is enabling a future business model that helps to close the loop" says Don Lewis, President Essity Professional Hygiene.

All collected paper cup waste from McDonald's sites in Germany will be recycled, reducing waste by estimated 1,200 tons per year. This agreement is a win for both companies as it helps to cut the waste and carbon footprint for McDonald's Deutschland LLC while Essity is able to fulfill its own circular ambitions.

The solution is an extension of the Tork PaperCircle® recycling service, which is Essity's award winning circular service for recycling used paper towels into toilet paper.

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About Essity

Essity is a leading global hygiene and health company. We are dedicated to improving well-being through our products and services. Sales are conducted in approximately 150 countries under the leading global brands TENA and Tork, and other strong brands, such as JOBST, Leukoplast, Libero, Libresse, Lotus, Nosotras, Saba, Tempo, Vinda and Zewa. Essity has about 46,000 employees. Net sales in 2020 amounted to approximately SEK 122bn (EUR 11.6bn). The company's headquarters is located in Stockholm, Sweden, and Essity is listed on Nasdaq Stockholm. Essity breaks barriers to well-being and contributes to a healthy, sustainable and circular society. More information at www.essity.com.