



FATER SIGNS THE “MANIFESTO FOR CIRCULAR ECONOMY”

*For an innovative and sustainable development that
can best promote Made in Italy products.
Bulgari, Enel, Ferragamo, Intesa Sanpaolo, Novamont, Eataly, and Costa
are among other signatories*

Rome, November 29th 2017 - Today, at the Confindustria (trade association of Italian manufacturing businesses and services) Auditorium of Rome, before Italian Ministry of the Environment Gian Luca Galletti, the “Manifesto for Circular Economy” was signed by an exclusive and select group of great Italian enterprises. Fater, the joint venture held equally by Procter & Gamble and the Angelini group, thus joins the other signatories Bulgari, Enel, Ferragamo, Intesa Sanpaolo, Novamont, Eataly, and Costa Crociere.

The aim of the Manifesto is to stimulate cooperation among companies through sharing of best practices and common actions and projects, involving all parties involved in the ecosystem: customers, local and national institutions, target communities, NGOs, and suppliers.

“The integration of innovation and environmental sustainability in the corporate business model finds its best expression possible in circular economy, and – most of all – is possible!” stated Giovanni Teodorani Fabbri, General Manager of the Fater Business Unit specialized in Absorbent Hygiene Product Recycling. “An example of this is the plant we have just opened in Treviso, the first industrial-level plant in the world for 100% recycling of absorbent hygiene products (baby diapers, incontinence diapers, and menstrual pads), which can turn such waste into secondary raw material that may be reused and thus re-enter the market”.

The environmental and economic advantages of the plant erected by Fater, which can process up to 10,000 metric tons/year of used products, are evident: above all, the elimination of absorbent hygiene products from landfill and incineration, 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. It would also allow 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 may be recovered from 1 metric ton of recycled waste.

The fully Italian technology, developed and patented by Fater – a market leader in the production and sale of absorbent hygiene products – thus grants reuse of that which, until today, was considered a non-recyclable product category. A “Made in Italy” example of Circular Economy that earned Fater the **recognition by Legambiente (the main Italian environmentalist NGO) as “Circular Economy Champion”, an award bestowed by the European Commission.**

“Fater, as well as its shareholders P&G and the Angelini group, have always believed in the principles of circular economy, and being a signatory Italian company of the “Circular Economy Manifesto” makes us ever so proud, and is a further proof of the value of our strategy” concluded Giovanni Teodorani Fabbri.

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 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).