



**GREEN JOBS**  
for a greener future  
#EUGreenWeek



## Hygiene paper made of 100% recycled fibres

**Company name:** WEPA Hygieneprodukte GmbH

**Product category:** Tissue paper

**Country of origin:** Germany, France, Italy

**License holder since:** 2003

**Available in:** the entire EU and globally

**Website:** [www.wepa.de](http://www.wepa.de)

### What convinced them to apply for the EU Ecolabel?

"The history of WEPA is since the beginning closely tied to its commitment for the environment. As a leading European-wide supplier for hygiene paper made of 100% recycling fibres, we appreciate the acceptance and awareness of the EU-Ecolabel, which is in our opinion an extensive environment label – covering all aspects from the raw material till the production.."

### How has being certified with the EU Ecolabel given them an edge over competitors?

"Being awarded by the EU Ecolabel distinguishes us from some – often low cost – competitors and protects our sales and business from e.g. non-European imports."

### Has the EU Ecolabel increased their revenue and allowed them to enter new markets?

"Definitely! The EU Ecolabel is a sales promoting and deciding factor especially in tenders/ biddings by public authorities or even companies with a special focus on the environment."

### How do they evaluate consumers' and general demand for sustainable products?

"We see a strong tendency towards "ecologically responsible" purchases. WEPA by itself highlights the EU Ecolabel on its website, in brochures, flyers etc. (increasing the awareness) but also we observe during the last years a stronger demand from customers' side."

### How are they contributing to the circular economy?

"WEPA uses recycled paper for production of many tissue paper articles like toilet paper and kitchen towels. We give as much as possible of our waste to recycling instead of disposal. We have several environmental targets to decrease use of resources and/ or increase resource efficiency (energy, fresh water, fibre)."

### What advice would they give to other companies considering applying for the EU Ecolabel?

"The commitment for the EU-Ecolabel is a valuable step – for the environment and the company."



**GREEN JOBS**  
for a greener future  
#EUGreenWeek



**Should you wish to use the above photos, quote a company representative or have any other questions please contact:**

Sophie von Fürstenberg / [Sophie.vonFuerstenberg@wepa.de](mailto:Sophie.vonFuerstenberg@wepa.de)