

Lucart celebrates 70 years of sustainability

The multinational is celebrating the milestone anniversary in Lucca presenting some important achievements that testify to its uninterrupted commitment to promoting a sustainable way of producing paper.

- *New targets for reducing environmental impacts have been set: -11% specific CO₂ emissions, -19.6% specific NO_x emissions, -5.9% H₂O consumption per tonne of paper produced compared to 2021;*
- *Turnover of over € 717 mln (+31%);*
- *The goal of 56% of recycled fibrous raw materials used for paper making and 81.2% of waste sent for recovery has been reached;*
- *Platinum-level Ecovadis Corporate Social Responsibility certification;*
- *Renewed partnership with Save the Children with the introduction of corporate volunteering actions.*

Porcari (LU), 28 June 2023 - The history of Lucart, the multinational paper manufacturing group known for the Tenderly, Tutto Pannocarta and Lucart Professional brands, is one of **tradition, passion, family and care for the environment that has been going on for seventy years**. It was 1953 when the Pasquini brothers founded the Cartiera Lucchese paper mill in Villa Basilica, near Lucca, kicking off a business success story based on sustainability and innovation. It has been a long journey from when Alessandro, Eliseo, Fernando, Raffaello and Tarcisio Pasquini began the production of straw paper and packaging paper to the tissue, airlaid and MG paper made today. The company is thriving, as demonstrated by the results of the **18th Sustainability Report**, which highlights the drive to promote a sustainable way of making paper by focusing on a systemic approach aimed at creating value for all stakeholders. Success is also reflected by the **31% growth in turnover, which exceeded EUR 717 million at the end of 2022**.

By 2022, Lucart achieved and surpassed important targets, including an **11% reduction in specific CO₂ emissions** and a **19.6% reduction in specific NO_x emissions**, as well as a **5.9% reduction in water used per tonne of paper produced**.

"Celebrating Lucart's first seventy years is a milestone that fills us with pride and encourages us to continue following the sound ethical and business values that have been expressed by the company from the very beginning", commented Massimo Pasquini, CEO of the Lucart Group . "We have always been driven by the desire to implement circular business models to regenerate and increase natural, social and economic capital because we want to share a sustainable future with our stakeholders. A future with even better results".

Circular economy: from green packaging to Noé, pallets made from recycled raw materials

Lucart's commitment to implementing circular economy and environmental protection policies continues. Already in the last report, Lucart announced that the target of **100% recyclable or compostable packaging** had been reached four years ahead of schedule. This result is paired with that of **100% virgin fibrous raw materials from companies that adopt sustainable forest management systems** and that comply with internationally recognised certification schemes.

Lucart's commitment throughout all phases of product life, from raw materials to end-of-life, is also expressed by **56% of recycled fibrous raw materials used for making paper by the Group**, a result in line with the target of achieving the goal of 60% recycled fibrous raw material by 2030. The percentage of **waste sent for recovery (81.2%)** over the total waste produced also increased.

The presentation of the Sustainability Report 2022 was also an opportunity to recount Lucart's experience in creating the ecological hygiene paper segment. From 1997 – when Lucart was the first company to launch a recycled and regenerated tissue toilet paper with eco-friendly and Ecolabel-certified packaging made of corn starch – to the present day, with the evolution of the EcoNatural lines and the launch of the Noé pallet made with polyethylene and aluminium recovered from recycled Tetra Pak® type food cartons. In the scope of this project, Newpal, the company created by Lucart and CPR System to close the recycling cycle of poly-coupled products, **opened a new plant** in the province of Ferrara just a few days ago.

Social responsibility: recognition of EcoVadis and partnership with Save the Children

Lucart's commitment to promoting a sustainable way of producing paper was also recognised by the independent agency **EcoVadis**, which awarded **Platinum** rating to the company, the highest level of corporate social responsibility that only 1% of the more than 90,000 companies analysed worldwide can boast. The time-honoured corporate values of sharing, responsibility, care and vision are also expressed in the renewed **partnership with Save the Children**, which has been active since 2020. Lucart is currently supporting three major projects of the Organisation: Spazio Mamme, Fiocchi in Ospedale and Punti Luce. The latter, for instance, are sites of high educational quality and an opportunity to integrate **corporate volunteering actions**. Lucart employees will be able to work on various activities to support girls and boys in Potenza and Prato.

Safety

Equally important is Lucart's commitment to occupational health and safety, which has been a top priority objective for corporate management for many years.

*"Lucart has always been committed to the environment and to the people who are the beating heart of the company", continued Massimo Pasquini. "We have worked hard on safety at work and already **64% of our plants are ISO 45001 certified**. But we have not finished. We are aiming for 100% by 2030 to make sure that all our employees*

have a protected and sustainable working environment, but also a business management system based on the highest known standards".

“Sharing The Future”: meeting in Lucca to celebrate the 70th anniversary

Lucart chose to celebrate the important 70th-anniversary milestone in Lucca, where it all began. The event, moderated by journalist, TV personality and environmentalist **Tessa Gelisio**, was held at the **Auditorium del Suffragio** and was attended by **Massimo Pasquini**, CEO of Lucart, **Marco Frey**, President of the Global Compact Italia Foundation and Professor at the Scuola Universitaria Superiore Sant'Anna in Pisa, **Maura Latini**, President of Coop Italia, **Andrea Maggiani**, Founder of Carbonsink and Global Tech, Strategy Director of South Pole, **Francesco Pasquini**, Chief Sales & Marketing Officer of Lucart, **Giancarla Pancione**, Marketing and Fundraising Director of Save the Children Italia and **Carlo Romeo**, Chief HR Officer of Lucart.

About Lucart

Lucart is a multinational group that promotes a sustainable way of making paper. This is achieved by adopting a systemic approach designed to optimise the use of raw materials and reduce waste by turning them into new resources. Lucart makes airlaid and MG paper tissue products (paper articles for everyday use, including toilet paper, kitchen paper, napkins, tablecloths, handkerchiefs, etc.). The production activities of the company founded by the Pasquini family in 1953 are organised across three Business Units (Business to Business, Away from Home and Consumer), engaged in the development and sale of products with brands, such as Tenderly, Tutto, Grazie Natural and Smile (Consumer market) and Lucart Professional, Fato, Tenderly Professional, and Velo (Away from Home market). The production capacity is over 396,000 tonnes/year of paper on 12 paper machines. The consolidated turnover is over EUR 700 million and 1,700 people are employed at 10 production plants (5 in Italy, 1 in France, 1 in Hungary, 2 in Spain and 1 in the UK) and a logistics hub. Lucart joined the United Nations Global Compact Network Italy in 2020 and has been awarded a “Platinum” sustainability rating by the independent certification company Ecovadis.