



Equipped to Improve™ – sustainability

5 ways sustainable cleaning and hygiene can help reduce your environmental impact





Doing business more sustainably doesn't have to mean a lot of big changes. **A few small adjustments can add up to a big impact.**

Simply by switching your restroom and locker room supplies, improving access to task-based cleaning tools, and choosing the right products for your needs **can reduce waste, and plastics use, and lower your carbon footprint.**

This guide gives five such tips for industry. We hope it contains a few surprises, and helps your business continue its progress to a **more sustainable future.**



1. Reduce waste

Context

Many companies have implemented lean manufacturing principles to reduce and eliminate all types of waste.

Case study

Purmo Group, manufacturer of indoor temperature systems, was using bulk wiping and cleaning supplies located in a central location. This meant staff were wasting time fetching rags and taking too many when they got there. Following an analysis of operator workflow, Purmo changed wiper products and implemented dispensers at operator workstations – leading to less inventory and time wasted.

74% of machine operators agree

‘If wipers aren’t placed conveniently, I take more than I need for the task.’

[Tork machine operator research (July 2019)]

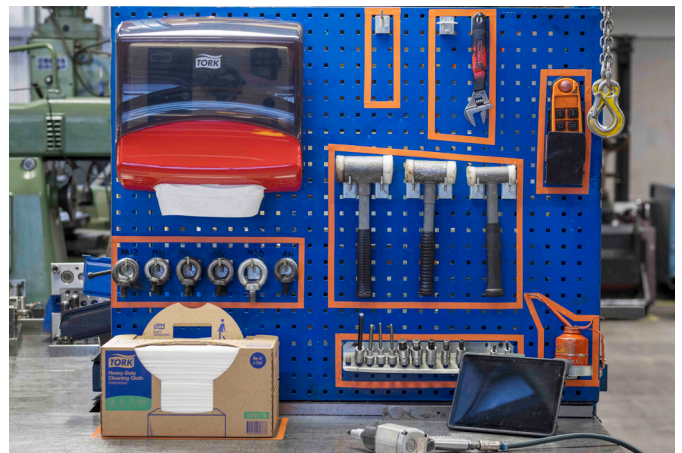
Tip

Position your wipers close to their points of use. This helps reduce the problem of inventory waste: operators taking more product than they need to avoid walking back and forth for more. Also the use of dispensers that distribute product one-at-a-time can ensure just the right amount of is used for the task.

‘The resulting savings have been dramatic. With an 80 percent reduction in contaminated waste disposal costs, not to mention all the sustainability benefits of producing less waste.’

– Purmo Account Manager, Essity

[Read testimonial](#) 



80%

reduction in waste disposal costs*

[Tork Purmo Case Study]

*Reduction in waste due to new wipers having less weight and volume than previous solution

Takeaway

By placing cleaning products conveniently to where operators work, less inventory is wasted.



2. After use and circularity

Context

Circularity has a key role to play in manufacturing's push towards zero waste. The linear process that ends in landfill or incineration has defined so much of economic activity. A more circular economy opens the opportunity for more reuse and using waste as a resource.

Case study

From field to plant – a genuine loop: Essity is the first tissue paper manufacturer in Europe to use sustainable wheat straw pulp on an industrial scale. Not only is wheat straw a renewable source and agricultural by-product, but it also requires less water and energy to produce tissue.

The global population produces

2 billion tons

of solid waste every year

[The World Bank]

Tip

Consider circularity and new ideas for after-use solutions, such as commercial composting or take back systems.



'This type of wheat straw innovation is the way forward to increase circularity and reduce our climate footprint.'

– Essity, President & CEO



Essity manufacturing targets

64% waste recovered in 2021

100% waste recovered by 2030

www.essity.com/sustainability

Takeaway

To become more circular, consider the ever-expanding options for inputs to production and uses of production by-products/scrap.



3. Responsible use of plastics and packaging

Context

More and more businesses are pledging to reduce their reliance on plastics. Recent legislation is requiring change too, forcing companies to act more responsibly on the use of plastics. As there are many benefits to using plastics, it can be a challenge to address these demands. Remember responsible use means using plastic where it makes sense and securing circularity.

Case study

A growing number of manufacturers are committing to ambitious goals on responsible use of plastics. Tork, the workplace hygiene brand, are part of this encouraging trend. Their Plastic Pledge has set a target of at least 30% recycled content in all their plastic packaging, and 100% recyclable plastic packaging, by 2025. As more businesses make similar commitments, industry is discovering new ways of achieving goals once thought impossible.

‘We’re continually striving to make our products and packaging more sustainable.’

– Essity, Product Designer

90%

of Tork packaging is made from renewable sources like paper and cardboard

Just

9%

of the world’s plastic waste is recycled

[OECD, Global Plastics Outlook]

Tip

Look for sources that provide more sustainable plastics usage.

Mondelez International reduced their plastics usage by removing the plastic windows in their Cadbury Easter Creme Egg boxes, saving 5.4 tons of plastic and making recycling easier for consumers.



Takeaway

To help reduce your reliance on plastics, consider how your supplies and products are packaged too.



4. Responsible sourcing

Context

In recent years, businesses have made considerable improvements to their traceability in supply chains. Many companies have integrated environmental and social requirements in their supplier standards and sourcing programs. But the complexity of the supply chain can make it hard for companies to always know exactly where goods have come from.

Case study

The new Tork Biobased Heavy-Duty Cleaning Cloth received OK Biobased and US Biobased certifications. These were in recognition of the product’s 99% plant based production. So it does the job, and helps the planet. This new substrate still performs well in durability, absorption, and performance. It was the Overall Winner at the 2022 Innovation Awards at InterClean.

Fortune 500 companies that publish sustainability reports



[The Journal of Impact and ESG Investing Spring 2022]

Tip

Look for third-party certifications. They help companies to prove sustainability performance by impartial requirements and follow up. When you see product certifications like FSC®, Green Seal™, ECOLOGO, EU Ecolabel or supplier ratings like Ecovadis certifications you know the product or supplier meets high environmental standards throughout its supply chain.

‘This is not just about product development but about the company’s core values. Essity can back up all its claims through independent certification – it is recognized and acknowledged by many organizations.’

– Innovation Awards Jury, InterClean



Ecovadis, the global sustainability rating for suppliers

www.ecovadis.com

Takeaway

Simplify responsible sourcing with suppliers whose products have the endorsement of trusted third-party certifications.



5. Consider your carbon footprint

Context

New government regulations have helped accelerate change. The challenge now is finding new ways to reduce carbon footprints in daily operations.

Case study

Leoni, a global manufacturing company, was keen to find more efficient and sustainable ways of cleaning. With the help of supply partners and transportation changes, they were able to optimize their processes, which cut waste, boosted efficiency, and improved staff and customer satisfaction. According to Leoni, it helped reduce their carbon footprint too. Not bad for a few small adjustments.

1/3

2,253 companies have committed to set science-based targets. SBTi companies now cover over a third (35%) of global market capitalization

[SBTi Progress Report 2021]

Tip

Choosing products and suppliers that will contribute to your total supply-chain impact.



‘With the application of a new wiper dispensing system, we [went the] extra mile... for a more sustainable and greener production which helps us significantly reduce our carbon footprint.’

– Leoni, Product Section Manager

[Read testimonial](#)



80%

carbon footprint reduction by Leoni after supplier and transportation changes

Takeaway

Look beyond production inputs and consider tools, supplies and cleaning products. Review how they are delivered, used and waste is treated.





We hope this guide has given you some ideas for making your business more sustainable. As our examples have shown, small changes can have a bigger impact on your environmental footprint than you might think.

How else can we help? **Get in touch to talk about your business.**

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