



We invited **Metsa Tissue** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to Metsa Tissue who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: [Metsa Tissue](#)

Sustainability and Added Value

Key Sustainability Considerations in the Cleaning and Hygiene Category

- Treat sustainability as a buying requirement, not a nice to have. For many customers it is now part of tender or contract criteria and supplier onboarding.
- Carbon and reporting expectations (Scopes 1, 2 and 3): customers increasingly ask for credible footprint data and want suppliers who can support their Scope 3 reporting with transparent methodology.
- Credible third party verification: look for recognised certifications and standards rather than self declared claims (for example FSC or PEFC chain of custody for fibre traceability, EU Ecolabel or Nordic Swan for product criteria and company level ratings such as EcoVadis).
- Balance hygiene, performance and footprint: the most sustainable choice is not always the lowest unit price or a single attribute. Focus on fit for purpose performance so customers use less, get fewer complaints and avoid re cleans.
- Reduce consumption and waste: controlled dispensing, right product format selection, SKU rationalisation and agreed par levels can cut over consumption, bin waste and deliveries.
- Packaging and plastic reduction: customers increasingly ask about recyclability, recycled content, right sizing and reduced packaging weight.
- Chemicals: reduce hazard, reduce dose, reduce water. Sustainability is often driven by concentrates, accurate dosing or dilution, lower hazard formulations where suitable and clear biodegradability or ingredient transparency.
- End of life and waste streams: consider what happens after use. Customers value suppliers who can help simplify waste handling and evidence responsible disposal.
- Supply chain transparency and responsible procurement: buyers increasingly ask where raw materials come from, how suppliers manage labour or ethics and how sustainability is governed across the value chain.
- Greenwashing risk: avoid vague eco or green language. Use specific, verifiable statements and keep a clear audit trail of proof.

Positioning Low Waste or Eco Friendly Solutions as a Premium Offering

- Anchor the premium to outcomes, not eco. Position the offer around fewer runouts, better hygiene experience, reduced waste and lower cost in use.



- Justify the up cost with simple maths and proof: compare consumption, refill frequency, waste volume and service time, then show a payback story.
- Sell waste prevented as the biggest sustainability lever: premium eco solutions often win because they help customers use less.
- Link it to procurement requirements: many buyers will pay more if it helps them meet supplier questionnaires, certification requirements and reporting needs.
- Use third party verification to earn a premium: lead with recognised certifications and clear evidence.
- Make the low waste story tangible: demonstrate packaging reductions, fewer deliveries and simpler on site waste handling.
- Bundle it as a premium service, not a premium SKU: include a mini audit, a site trial, mobilisation or changeover support and short user training.
- Position premium where it matters most: focus on customer facing and high traffic areas where always stocked, comfort and perception are critical.

Sustainable Product Options Customers Are Increasingly Asking For

- Certified, responsibly sourced tissue products: FSC or PEFC chain of custody, EU Ecolabel or Nordic Swan and clear proof packs for tenders or audits.
- Lower waste, controlled use systems: dispenser led solutions that reduce over consumption, cut refill frequency and make right use the default.
- Recycled content options where suitable: customers often ask for recycled fibre and recycled plastics but increasingly want guidance on performance and suitability.
- Concentrated chemicals and accurate dosing: concentrates, dilution control and clearly labelled bottles reduce transport, packaging and chemical or water waste.
- Refillable soap and sanitiser formats: closed refill cartridges, bulk refills where appropriate and systems designed to reduce product waste, spills and packaging per dose.
- Lower impact packaging: recyclable packs where possible, reduced plastic weight, higher recycled content and right sized cases.
- Long life tools and consumables: durable dispensers, replaceable mop heads, high performance microfibre and plastic free or recycled content tools where available.
- Waste and recycling enablers: bin liners with recycled content, right sizing to reduce overuse, recycling station signage or labels and solutions that simplify segregation and disposal.
- Verified sustainability data: customers increasingly ask for easy access proof packs such as certifications, supplier ratings and product footprint or LCA style data.



Helping Customers Reduce Waste or Improve Environmental Performance Through Product Choice

In the washroom category, such as that serviced by Katrin, opportunities include:

- Start with the biggest lever: reduce over consumption. Controlled use dispenser systems can materially reduce grab and waste behaviour and keep facilities looking tidy. Katrin Systems are designed to overcome this issue with controls built into the design.
- Match product format to footfall and task: move customers away from open stacks or loose rolls and into the right dispensing format for the environment.
- Rationalise SKUs and standardise across sites: fewer product variants reduce misuse, emergency substitutions and partially used packs.
- Reduce packaging and deliveries: prioritise options with lower packaging weight, higher recycled content and clear recyclability. Combine this with delivery consolidation and agreed par levels.
- Optimise waste handling: right size bins and liners, add simple recycling signage or labels and standardise waste streams.
- Choose long life tools that reduce resource use: durable dispensers, replaceable heads and high performance microfibre can reduce repeat purchasing and lower chemical or water demand.
- Run trials and measure a baseline: agree metrics such as roll or case consumption, refill frequency, bin emptying frequency, complaints and cleaner time, then use a short trial to prove reductions.
- Make it easy for customers to report progress: provide a simple proof pack so customers can evidence waste reduction and environmental improvements without relying on vague eco claims.