

**BulkySoft®**

**FORTE**  
HAVANA



**PRODUCTS  
RANGE**



## SUSTAINING A COMPANY THROUGH TIME:

THE STRENGTH AND RESPONSIBILITY OF A SPECIAL PAST



*“The wise man is able to identify the changing times, adapting to them and harnessing their potential”*

With a century and a half of history behind us, the Carrara Group has witnessed many profound changes over the years. Our company is not the same as it was in 1873, just as our lifestyles now are unrecognisable to what they would have been back then. Just as a river alters its course as the landscape changes, so too have we shown an ability to pick up on signs of change and transform these into opportunities, developing the way we do business and the way we build and structure our range. One thing has remained unchanged by the passing of time, however: **our mission of honouring an ancient art through a professional, competent approach**, backed up by constant innovation. Our aim is to offer products of the highest quality, using the latest technological innovations while **ensuring respect for the environment and our communities**.



## LOOKING FORWARD:

THE FUTURE IS BUILT IN THE PRESENT

It's vital that we work today to build the society and economy of the future, accelerating the transition to a green, circular economy characterised by low carbon emissions while at the same time striving for greater social cohesion.

It is a challenging yet necessary move towards a new frontier based around two key concepts: sustainability and innovation. The Carrara Group has been focused on this challenge for some time now, working on the multiple fronts of environmental sustainability, social sustainability, economic sustainability, process innovation and product innovation every single day.

The company's commitment to this approach – and therefore to placing **sustainability and innovation** at the heart of management, production and distribution processes – resulted in the launch of the new COMFORT LINE, featuring exclusively recycled and de-inked items, in early 2019.



## LIVE CHANGE:

### EVENTS THAT CHANGE PERSPECTIVES



2020 has been marred by an unprecedented event that has captured the attention of the entire world.

The pandemic caused by the spread of the COVID-19 virus took everybody by surprise, greatly impacting our lives in terms of both hygiene habits and consumption and lifestyles.

Some of the most important parts of our daily lives, like learning, fitness, reading and meetings, have moved into the digital setting, while consumption has witnessed an all-out revolution.

Online shopping – which for years had occupied a position of secondary importance – began to take on a key role as sales strategies were realigned and consumer engagement campaigns rethought. Everything – or almost everything – was moved onto the internet, and even the most reluctant to online payments had to think again.



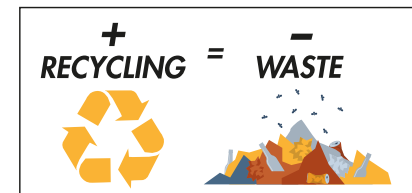
During the first phase of the COVID-19 emergency, the number of “**online shopping addicts**” virtually tripled, with online transactions growing by 26% compared with 2019 (23% increase in home deliveries, 349% increase in click and connect services). **The increase is forecast to reach 55% by the end of the year.**

All products bought online, be they clothing, accessories or other items large or small, are packaged and sent out for delivery in practical cardboard boxes.

At the same time, national and international authorities are moving in unison to accelerate the process of replacing single-use plastic containers and packaging with equivalent, recyclable materials. The most obvious choice is cardboard, the demand for which, is consistently and constantly increasing, and as the total volume of cardboard boxes and packaging being produced and issued onto the market increases, so too does the need to recover and properly manage the corresponding quantity of post-industrial and – most importantly of all – post-consumption waste.

The move towards the circular economy therefore becomes a strategically important one, because it's a model proposing a new paradigm for production and consumption systems, capable of preserving the value of products and increasing the efficiency with which resources are used. The model views potential waste not as rubbish to be disposed of, but as a resource to be transformed and reintroduced into the production cycle.

With around **1.1 tonnes of pulp** from production waste and the recycling of paper and cardboard, it's possible to create 1 tonne of new tissue paper. Furthermore, recycling minimises the quantity of packaging materials disposed of in landfill sites, thus ensuring a reduced environmental impact. For example, recycling 9 million tonnes of paper and cardboard would **avoid the creation of around 20 new landfill sites.**



## A STEP FURTHER: UNDERSTAND, ACT, BUILD



When faced with change, the **Carrara Group remained loyal to its mission** and decided to invest once more in its production process, to create a **new range of products** using used packaging or waste cardboard as the raw materials. The range combines quality products with a respect for the environment, contributing to the reduction of the volume of waste sent to landfill, something that benefits the planet and – most important of all – **future generations**.

Introducing the FORTE HAVANA range, a new line of products made from 100% recycled raw materials with Ecolabel certification!

Unlike the Comfort range, which predominantly uses pulp from recycled printed paper (newspapers, magazines, fliers, leaflets, booklets, documents, photocopies) and from graphic paper processing waste, the Havana range predominantly uses:



- **Processing waste from cardboard and various types of paper**
- **Paper bags and packaging (like those used in bakeries and greengrocers)**
- **Used cardboard boxes and packaging, particularly those in corrugated cardboard, which is the most commonly used type in the online shopping sector, as this can be reused in the processing cycle between five and seven times**

In conclusion, while paper provides many answers and continues to respond to the varied needs of society, it has also had a certain degree of influence over our habits, becoming a fundamental and indispensable element which – in its various different forms – has accompanied us through different periods of history through to the present day.

Its intrinsic link with day-to-day habits and the role it plays in everyday life places great responsibility on the shoulders of paper producers. It is our responsibility to contribute to the construction of a model of economic development and consumption that is more environmentally and socially sustainable, in order to guarantee us all a future worth living.

Cartiere Carrara has fully bought into this vision, making its fully certified Pure Cellulose line, Comfort line and new Forte Havana range the tangible hallmarks of its commitment.



**PRODUCTS**

# TOILET TISSUE:



## COD 66029

Description  
**TOILET TISSUE SINGLE WRAPPED**



Quality	<b>100% RECYCLED</b>	Sheets	170
Colour	<b>HAVANA</b>	Mt/Rol	17,85mt
Ply	2	Pieces/Pack	4
Embossing	PLUS	Pack/Case	24

## COD 66028

Description  
**4 ROLLS TOILET TISSUE**



Quality	<b>100% RECYCLED</b>	Sheets	500
Colour	<b>HAVANA</b>	Mt/Rol	52,5mt
Ply	2	Pieces/Pack	4
Embossing	MICRO	Pack/Case	10

## COD 66025

Description  
**10 ROLLS TOILET TISSUE**



Quality	<b>100% RECYCLED</b>	Sheets	160
Colour	<b>HAVANA</b>	Mt/Rol	16,8mt
Ply	2	Pieces/Pack	10
Embossing	MICRO	Pack/Case	12

## COD 66026

Description  
**12 ROLLS TOILET TISSUE**



Quality	<b>100% RECYCLED</b>	Sheets	180
Colour	<b>HAVANA</b>	Mt/Rol	18mt
Ply	2	Pieces/Pack	12
Embossing	MICRO	Pack/Case	8

# TOILET TISSUE:

**BulkySoft®**

**FORTE**  
HAVANA

**COD 65917**

Description  
**MAXI JUMBO 320 MT**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
MICRO

Core Diameter  
Mt/Rol  
Roll Diameter  
Pieces/Pack  
Pack/Case

76mm  
320mt  
270mm  
6  
1

**COD 65918**

Description  
**MINI JUMBO 145 MT**



Quality  
Colour  
Veli  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
MICRO

Core Diameter  
Mt/Rol  
Roll Diameter  
Pieces/Pack  
Pack/Case

76mm  
145mt  
190mm  
12  
1

**COD 65919**

Description  
**MAXI JUMBO 790 SHEETS**



Quality  
Colour  
Ply  
Embossing  
Sheets

**100% RECYCLED**  
**HAVANA**  
2  
MICRO  
790

Core Diameter  
Mt/Rol  
Roll Diameter  
Pieces/Pack  
Pack/Case

60mm  
300mt  
250mm  
6  
1

**COD 65920**

Description  
**MINI JUMBO 343 SHEETS**



Quality  
Colour  
Ply  
Embossing  
Sheets

**100% RECYCLED**  
**HAVANA**  
2  
MICRO  
343

Core Diameter  
Mt/Rol  
Roll Diameter  
Pieces/Pack  
Pack/Case

60mm  
130mt  
190mm  
12  
1

# WIPER ROLLS:



**COD 55937**

Description  
**WIPER ROLLS 176**



Quality  
Colour  
Ply  
Embossing  
Sheets

**100% RECYCLED**  
**HAVANA**  
2  
MICRO  
800

Roll  
Mt/Rol  
Roll Diameter  
Pieces/Pack  
Pack/Case

240mm  
176mt  
250mm  
2  
1

**COD 96716**

Description  
**CENTREFEED WIPER ROLLS 150**



Quality  
Colour  
Ply  
Embossing  
Sheets

**100% RECYCLED**  
**HAVANA**  
2  
MICRO  
442

Roll  
Mt/Rol  
Roll Diameter  
Pieces/Pack  
Pack/Case

192mm  
150mt  
200mm  
6  
1

**COD 98933**

Description  
**AUTOCUT HANDTOWEL ROLLS 250**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
MICRO

Roll  
Mt/Rol  
Roll Diameter  
Pieces/Pack  
Pack/Case

192mm  
250mt  
195mm  
6  
1



# HANDTOWEL:



**COD 83460**

Description  
**Z-FOLD 2 PLY**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
DIAMOND

Sheet Size  
Pieces/Pack  
Pack/Case

235x240mm  
150  
25

**COD 84582**

Description  
**V-FOLD 2 PLY**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
MICRO

Sheet Size  
Pieces/Pack  
Pack/Case

240x210mm  
200  
20

**COD 84583**

Description  
**V-FOLD TRIM 2 PLY**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
MICRO

Sheet Size  
Pieces/Pack  
Pack/Case

206x210mm  
200  
20

# NAPKINS:



## COD 32404

Description  
**24X24 NAPKINS**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
EDGE EMBOSSED

Sheet Size  
Fold  
Pieces/Pack  
Pack/Case

240x240mm  
1/4  
100  
20

## COD 32406

Description  
**33X33 NAPKINS**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
EDGE EMBOSSED

Sheet Size  
Fold  
Pieces/Pack  
Pack/Case

330x330mm  
1/4  
100  
20

## COD 32407

Description  
**38X38 PLUS NAPKINS**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
POINT-TO-POINT

Sheet Size  
Fold  
Pieces/Pack  
Pack/Case

380x380mm  
1/4m  
40  
42

## COD 32408

Description  
**40X40 NAPKINS**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
EDGE EMBOSSED

Sheet Size  
Fold  
Pieces/Pack  
Pack/Case

400x400mm  
1/4  
100  
20

# NAPKINS:

**COD 32409**

Description

**SYSTEM ONE NAPKINS**



Quality  
Colour  
Ply  
Embossing

**100% RECYCLED**  
**HAVANA**  
2  
MICRO

Sheet Size  
Fold  
Pieces/Pack  
Pack/Case

160x210mm  
1/2  
200  
20





CarraraProfessional

## CARTIERE CARRARA

has today launched its brand-new BULKYSOFT FORTE HAVANA line, which represents the latest step in the company's mission to develop new processes, systems and products which respect both the environment and local communities.

By using pre-used packaging and waste cardboard for the raw materials, the BULKYSOFT FORTE HAVANA line

Combines quality with environmental responsibility, helping to reduce the quantity of waste sent to landfill. It's a mission that benefits the entire planet, as well as ensuring a future worth living for new generations.

[www.carraraprofessional.com](http://www.carraraprofessional.com)

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