

## Loo Rolls

by Jim Adams 15<sup>th</sup> January 2013

Recycled bathroom tissue according to an Ecologist article of 2007 does less damage to the environment. In Europe the five 'giant' tissue manufacturers – Georgia Pacific, Kimberly Clark, Meta Tissue, Proctor & Gamble and SCA produce an alarmingly low level of recycled products. The Nouvelle recycled paper is owned by Georgia Pacific – the company that came out worst in the 2006 WWF sustainability survey.

The article suggested the following recycled products:

Naturelle  
Co-op  
Natural Collection  
Traidraft  
Ecotopia  
Essential  
Suma.

The following recommendation is made.

- Don't choose the whitest product. This is because the whitening process (which doesn't have to be chlorine – an oxygen process can be used) causes some damage to the environment.

On the 14<sup>th</sup> January I made an incomplete survey of wholesalers and supermarkets in the Brighton & Hove area. The further issue of whitening of the rolls could be included.

Products containing the FSC logo were investigated – according to Wikipedia, the Forest Stewardship Council “is an international not for-profit multi-stakeholder organisation established in 1993 to promote responsible management of the world's forests”.

The organisations investigated are

- Bookers (Cash and Carry wholesalers, Moulsecoomb Way)
- Aldi (London Road)
- Sainsbury's (Gyratory)
- Asda
- Co-op (London Road).

We give the most economical FSC tissue for each site. A comment is that the largest packs may not be the most economical. At Sainsbury's a pack of 6 rolls at £1.89 comes to 31.5p per roll, whereas 18 at £5.95 evaluates at 33.0 p each. Similarly for the Co-op, 9 rolls at £4.19 is 46.5 p each and 4 rolls at £1.50 is cheaper at 37.5 p each. This list was compiled before the recommendation on non-white rolls was made.

<b>Site</b>	<b>Manufacturer</b>	<b>Pack</b>	<b>Cost</b>	<b>Cost per roll</b>
Bookers	Happy Shopper	4x9 rolls	£5.80	16.1 p
Aldi	Saxon	9 rolls	£1.99	22.1 p
Sainsburys	Sainsburys	6 rolls	£1.89	31.5 p
Asda	Shades	24 economy	£8.00	33.3 p
Co-op	Co-op	4 rolls	£1.50	37.5 p