

Satino Black comfortably closes the circle of washroom hygiene

DUTCH COMPANY WEPA NEDERLAND B.V. HAS TAKEN PAPER RECYCLING SEVERAL STEPS FURTHER AND CREATED THE SATINO BLACK CONCEPT: A FULL-SERVICE SOLUTION FOR BUSINESS WASHROOMS LARGE AND SMALL BASED ON RESPONSIBLY SOURCE RAW MATERIALS AND CIRCULARITY. IT HAS EARNED THEM THE ACCREDITATION OF THE GLOBAL CRADLE TO CRADLE ORGANIZATION.

As the Satino Black concept is based on the sustainable story behind it, a direct sales approach was chosen to bring this concept successfully to the market. Together with his team, Rob Stevens, manager of the Business Unit Washroom, is supporting organizations that are looking for innovative yet circular washroom solutions in the Benelux, Germany and, in the future, further abroad.

Recycling paper and plastics

Rob Stevens: 'The basis of the concept is a circular solution for paper recycling on the one hand, and a comfortable washroom experience on the other. When possible, the raw material for the hygiene paper is extracted from our customers' waste streams, such as office paper for Satino Black and paper coffee cups, beverage

cartons and paper hand towels for Future Lab, WEPA Nederland's innovation platform focused on building closed loop concepts in co-creation with customers.

Flagship brand

CO₂-neutral and free from harmful chemicals, Satino Black is WEPA Nederland's flagship brand, with the highest sustainable standard. And it's not just the paper that is being recycled, either: 'The dispensers and other washroom accessories are made from recycled plastics. One reason they are black is that this allows us to recycle more efficiently and use environment-friendly dyes.'

Co-creating sustainable solutions

Rob Stevens: 'The introduction of the Cradle to Cradle philosophy

some ten years ago was another inspiration to further develop our sustainability vision. The washroom concept we developed for Satino Black was the first and still is the only total hygiene washroom concept to receive certification. Since then, most items in the Satino Black concept have received their own separate certification. Our partner in the certification process is Bilfinger Tebodin. As the criteria are still changing and developing into more sustainability for product and processes, Bilfinger Tebodin comes in to assist us in 'translating' the criteria into a possible roadmap for our certified products in the future.' ■



Rob Stevens: manager Business Unit Washrooms



WEPA's 'washroom approach' clearly illustrates that washroom hygiene is no longer a business of moving boxes of product. Rob Stevens: 'It's now about partnership and co-creation. Our customers are eager to embrace sustainable products and services that provide comfort while doing no harm to people or the planet. In our Future Lab, we work closely together with them to further refine the concept to fit their specific needs.'