



# Product Life Cycle

Since 1955 Purex has been an integral part of NZ and continues to live by the strong values it was built upon – delivering a soft, strong, yet sustainable product locally made in Kawerau. All this whilst minimising the impact upon the natural environment we love.



## Fibre

We begin with one of the worlds most renewable resources: wood.

Purex only uses 100% responsible, non-controversial forestry where pulp logs are grown in plantations. Our pulp logs are sourced from socially and environmentally sustainable forests to help protect present and future generations of forests. Our FSC® certification means Purex uses well managed forests and controlled sources for pulp.



## Pulp

A mixture of local and imported pulp, made from softwood (NZ pine) and hardwood (Eucalyptus) trees, is used in making Purex tissue.

The pulp mixture is then spread across a long continuous fabric. It passes through a number of stages to extract water and dry the tissue.



## Steam

Local clean steam is collected from a geothermal bore and travels along pipes to the factory. This eliminates the need for gas fired boilers. The geothermal bore is owned and operated by local Maori Iwi.



## Paper

The large tissue paper rolls, called 'mother reels', are made locally in Kawerau, Bay of Plenty. Purex mother reels can weigh up to three tonnes each, similar to the weight of three cars.

Up to 59% of the energy we use at Kawerau to make Purex is renewable, such as hydroelectricity and local, naturally occurring geothermal steam, bringing the renewable energy over the entire life cycle of Purex to 73%.

We are the only tissue paper manufacturer in NZ and that's a big part of what makes Purex so special.



## Finished products

Tissue paper from the mother reels are layered together, embossed, printed and wound onto recycled cardboard cores to create Purex toilet roll "logs". The "logs" are cut into toilet roll lengths for standard white and mega-long rolls.

All products are wrapped using recyclable materials under the FSC® and ECNZ certifications.

We encourage you to recycle the cardboard core and soft plastic.



## Transport

Purex finished product is transported to our customers around NZ for consumers to purchase.



## Use

Purex has been loved by NZ households for over 60 years, we think you know what happens next.....



## Disposal

Purex toilet tissue is dispersible, biodegradable and suitable for all waste systems.