

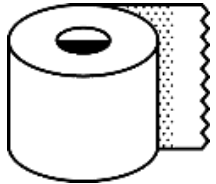


Paper Training

January 31, 2025



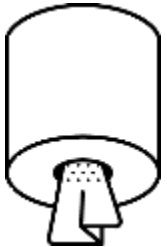
Towel & Tissue Paper products



Hardwound Roll Towels (Kraft & White)

EM20254 / J3740054

EM20255 / J3740053



Center-Pull Towel

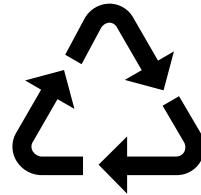
EM20256 / J3740059



Jumbo Roll Tissue

EM20257 / J3740055

Features & Benefits



Made from **100%**
recycled fibers



Bath tissue are safe
for standard sewer
and septic systems



Chlorine-free
process

Towel & Tissue Paper products

Centerpull Specs Optimization - Why?

- Align specs with best selling formats, be more competitive and have better operational efficiencies adding more flexible capacity.
- In the end: better serve our clients such as Enviro-Master.

CATEGORY	CURRENT CODE	SPECS BEFORE	NEW CODE	SPECS AFTER	TRANSITION DATE
 Centerpull Hand Towels	EM20256 / J3740059	600 sheets per roll 2-Ply Sheet length 9" Sheet width 7.3" Roll diameter 8.25" Core diameter 3.02" Case dimensions: 25" x 17" x 7.8" 6 rolls per case 65 cases per pallet 100% recycled white paper	SAME EM20256 / J3740059	600 sheets per roll 2-Ply Sheet length 10" Sheet width 7.3" Roll diameter 7.75" Core diameter 2.25" Case dimensions: 23.5" x 15.75" x 7.8125" 6 rolls per case 65 cases per pallet 100% recycled white paper	Beginning of February 2025

Packaging Rebranding:

CLEANER
LOOK

RETAIL-LOOKING BOX
WITH A PATTERNED
BACKGROUND

BEFORE



ENVIRO-MASTER SERVICES LISTED WITH ICONS



AFTER

QR CODE
LEADING TO
EM WEBSITE



EM COMPATIBLE
DISPENSER
IMAGE/LINE ART

Together
we reduced GHG emissions by

12,611

MT CO₂ eq.
from the
atmosphere



303

full flights travelling
one-way between
NYC and Las Vegas.

Aligned with United Nations Goal



Savings are calculated on the basis of 27 716 metric tons purchased by Bunzl US in 2023.
Savings are calculated on the basis of 2023 Cascades' Tissue Group performance in comparison to the North American Tissue and Towel grades mills industry average.
(FisherSolve®, ©2023 Fisher International, a ResourceWise company).
Flight carbon emissions are calculated based on ICAO carbon emissions calculator methodology 11.1, 2018. <https://www.icao.int/environmental-protection/Carbonoffset/Pages/default.aspx>



In 2023

By choosing recycled fibres instead of virgin
fibres in your products, you helped preserve

375,500

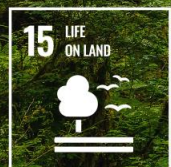
trees



8,261

Tons of carbon
dioxide from the
atmosphere.

Aligned with United Nations Goal



Savings are calculated on the basis of 27 716 metric tons purchased by Bunzl in 2023.
Environmental impact estimates were made using the Environmental Paper Network Paper Calculator Version 4.0. www.papercalculator.org
Carbon capture are based on : European Environment Agency. Forest, health and climate change. <https://bit.ly/49ETDef>



Sustainability Expertise & Support

Cascades PRO[®]

- **Impact Report:** Example of Bunzl US Environmental savings made possible by their purchase of Cascades Tissue products in 2023.
- We have the ability to help you with customized sustainability story, because we have a team of experts working with scientific data based on product life cycle analysis.

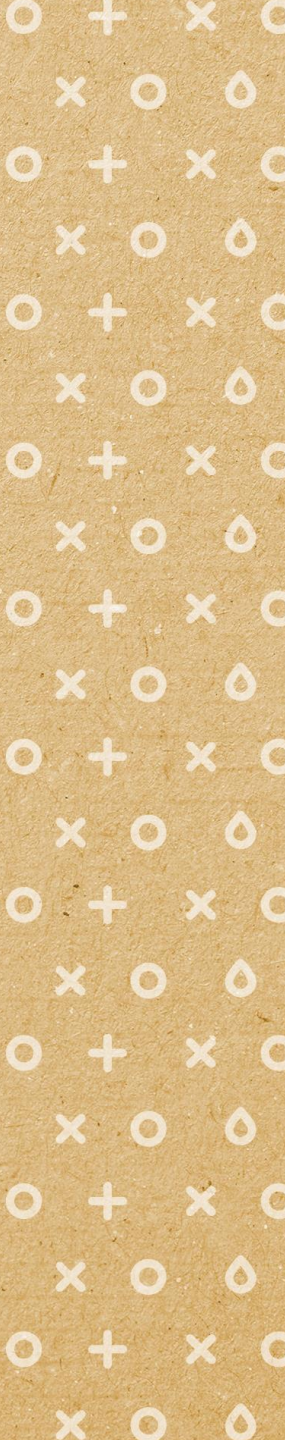


Identifying Paper Sales Opportunities

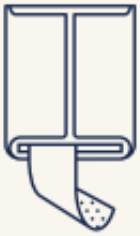


HYGIENE & AESTHETICS: Seeing the washroom through a different lens

- Perception is everything.
- The way a business' washroom looks speak volumes



Benefits of Paper Dispensers over Air Dryers



73% of respondents prefer a paper towel to dry their hands in public restrooms (versus 23% for air dryers).*



53% of all hand drying opportunities were disposable towels (versus 38% for air dryers).***

Surface contamination levels are on average **10 times higher** following air dryer use than paper towel use.**



Drying hands with towels is **4 times faster** than with a hand dryer.** **

* [Top Hygiene Concerns in Public Spaces](#). Snap Poll Conducted by G&S Communications on behalf of Cascades PRO, October 2022.

** Moura, I., Ewin, D., & Wilcox, M. (2022). From the hospital toilet to the ward: A pilot study on microbe dispersal to multiple hospital surfaces following hand drying using a jet air dryer versus paper towels. *Infection Control & Hospital Epidemiology*, 43(2), 241-244. doi:10.1017/ice.2021.43

*** Precision, 2022. Towel, Air Dryer & Bath Tissue Market insights.

**** University of Westminster, 2015. Study commissioned by the ETS)

Paper Dispensers over Air Dryers



Jet air dryers disperse bacteria on the hands for distances of up to
6.5 feet*

Increase in bacteria
after use

up to
+ 414%
on finger pads*



Spreads bacteria
up to **1.6 foot***

Reduction in bacteria
after use

up to
- 91%
on finger pads*



Almost no spread
of bacteria

Paper Dispensers over Folded Towels

PAPER DISPENSERS



**Mechanical
Hands Free
Towel Dispenser**



**Electronic
Hybrid Roll
Towel Dispenser**

- ✓ More hygienic – limit spread of germs
- ✓ Cost effectiveness
- ✓ Improving customer experience / reduction of customer complaints

FOLDED TOWELS



- ✗ Consumers consider this the least hygienic, messiest and most wasteful method*

Cost-in-Use

Average alternate hand dry method towels used per hand dry:

**SINGLEFOLD
TOWELS**

around 5 sheets

**MULTIFOLD
TOWELS**

around 5 sheets

**C-FOLD
TOWELS**

around 4 sheets

**LEVER
DISPENSERS**

2.5 to 4 feet per use

**ELECTRONIC
DISPENSERS**

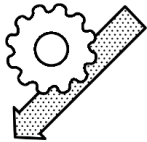
2 to 4 feet per use

HYGIENE & BUSINESS:

What an inefficient dispensing system means

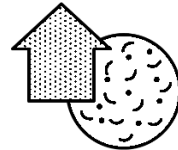
PAIN POINTS

- ❖ Empty Dispensers
- ❖ Tabbing
- ❖ Rolls on Counter, Toilet or Dispenser (Theft/Hygiene)
- ❖ No Full Consumption Mechanism
- ❖ No Controlled Access to Towel/Tissue
- ❖ Rolls on Counter, Toilet or Dispenser
- ❖ No Stub Roll Mechanism
- ❖ No Controlled Access to Towel/Tissue
- ❖ Rolls on counter, toilet or dispenser



Inadequate Capacity

- ↓ Reduced Facility Function
- ↓ Reduced Image



Increased Consumption

- ↓ Reduced Facility Hygiene
- ↑ Increased Towel/Tissue Spend



Increased Waste

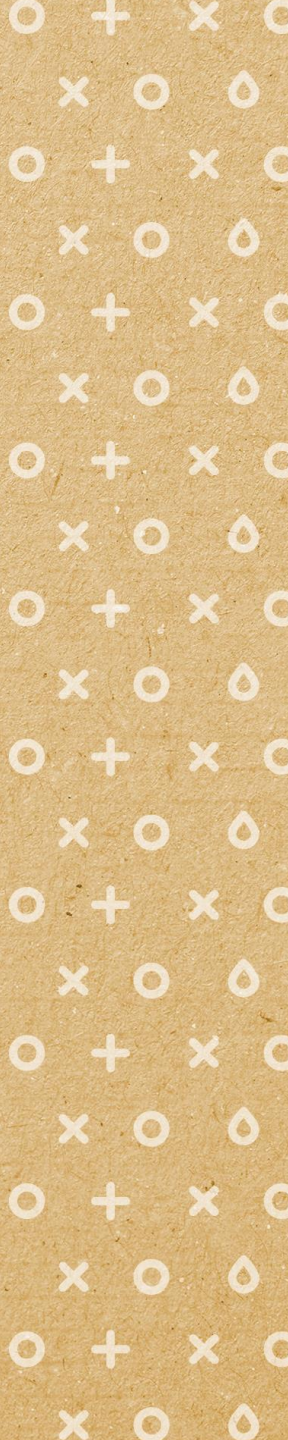
- ↑ Increased Inventory Management
- ↑ Increased Maintenance & \$\$\$

IMPACT ON FACILITY

Universal vs. Proprietary Dispensers

UNIVERSAL	PROPRIETARY
Customer has flexibility to change supplier at anytime	Locks in business while building brand loyalty and annuity
Avg customer retention: 18 months	Avg customer retention: 7.6 years
Universal dispensers cost anywhere from \$20-\$200 – ROI on large installs can take years	Low-cost to the end-user. Strong return to EM franchisee
Limited technical support and product warranties.	Proprietary systems have built-in systems to reduce waste and overall restroom maintenance costs

Dispensers affect usage



Know your competition – Electronic Dispensers



	Enviro-Master	Kimberly Clark Scott Pro 34348	Georgia Pacific Enmotion 59462A	Essity/Tork Intuition 5511282
Customize settings	✓		✓	✓
Light Indicators	✓	✓	✓	✓
Hybrid dispensing	✓			

Know your competition – Electronic Dispensers



Enviro-Master

Customized settings:

- 3 settings for delay, length and range
- Mode: Exposed or Hidden

7" Roll Towel :

Cost savings to your customer (less paper) – Ave. roll towel is 8" wide

Hybrid dispensing:

Push bar allows paper to dispense if batteries are not working



Kimberly Clark Scott Pro 34348

No custom settings:

Dispenses a 10" sheet length each cycle

8" Roll Towel:

Compatible with white paper only (no kraft offering)

Solely battery operated:

Does not have a manual dispensing option if batteries run out

Know your competition – Electronic Dispensers



Enviro-Master

Brand recognition:

Promotes your brand and builds customer loyalty

7" Roll Towel:

Cost savings to your customer (less paper) – Ave. roll towel is 8" wide

Hybrid dispensing:

Push bar allows paper to dispense if batteries are not working



Georgia Pacific Enmotion 59462A

Paper cost:

Increase cost per use due to strategic approach to sell Airlaid

10" Roll Towel:

Excessive sheet size increases cost and waste

Solely battery operated:

Does not have a manual dispensing option if batteries run out

Know your competition – Electronic Dispensers



Enviro-Master

Multiple Custom settings:

- 3 settings for delay, length and range
- Mode: Exposed or Hidden

Single feed stub roll:

Provides cost savings while reducing waste

Hybrid dispensing:

Push bar allows paper to dispense if batteries are not working



Essity/Tork Intuition 5511282

Custom settings:

Adjustable paper length

Double feed stub roll:

Dispenses 2 sheets until stub roll is depleted

Solely battery operated:

Does not have a manual dispensing option if batteries run out; also, no indicator lights

Overcoming Objections

Probing questions

WHO maintains your restroom?

Tell me about **YOUR** restrooms?

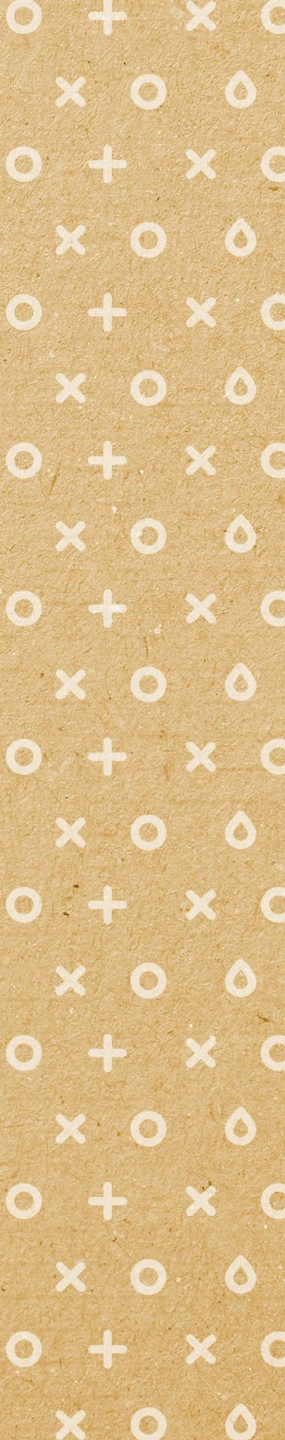
HOW do your dispensers perform?



WHEN it comes to towel and tissue, what are the most important factors when choosing products?

WHAT would your Ideal Solution look like?

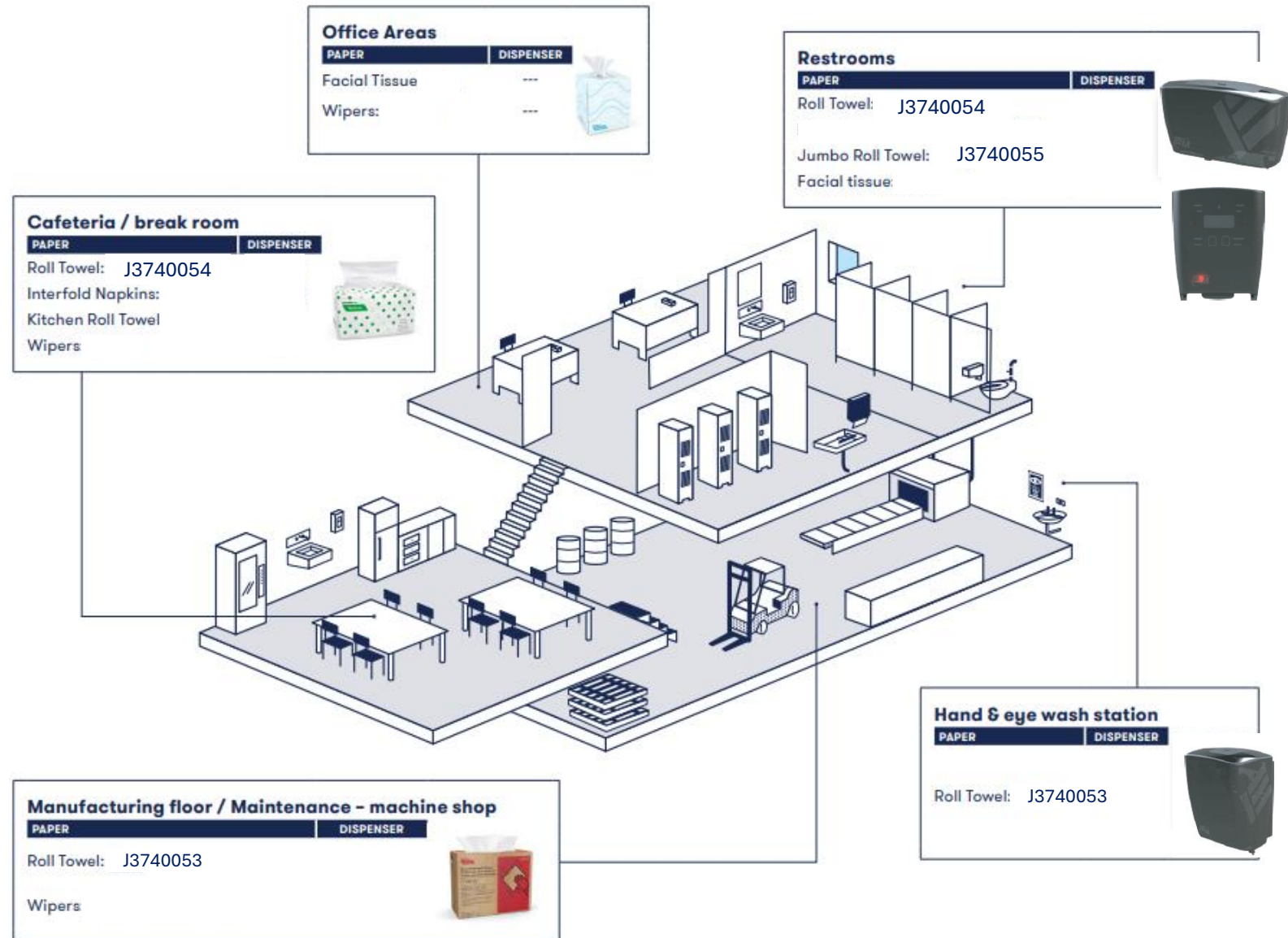
HOW did you choose your current towel and tissue dispensers? Cost, look, Rep?



Industrial Market Needs

- Productivity
- Hygiene
- Cost
- Sustainability

How can
EM help?



Foodservice Market Needs

- Productivity
- Hygiene
- Cost
- Image

How can
EM help?

