



## **Virtual Summit to guide businesses in gearing up for optimal hygiene in the new normal**

***'Tissue Paper, The Smart Choice' gathers science, sustainability and consumer insights experts to advise on keeping staff and customers safe in professional environments***

**Brussels, 8 April 2021** – A virtual summit to be held later this month will provide invaluable advice for the procurement and catering industries in making their businesses safe and hygienic in the post-pandemic era.

'Tissue Paper, The Smart Choice' will be held online on Thursday 29 April. It is free to [register](#) and aimed at procurement managers throughout the HORECA and hospitality industries who are responsible for purchasing decisions for washrooms, kitchens and front of house areas. It will also focus on business owners in the catering sector who are hungry for information on how to keep their staff and customers safe.

Covid-19 has brought the importance of health and hygiene into sharp focus and the virtual summit is designed to provide businesses with the very latest information and science on strategies that work. It will be structured around three tracks – Hygiene and Safety, Sustainability and Consumer Insights – and hear presentations from specialist speakers in each field. The summit will present the business case for the use of tissue paper throughout the hospitality trade and close with an expert panel discussion where scientists, sustainability professionals and HORECA specifiers will respond to audience questions, live and online.

Delegates will receive a wealth of sound advice and practical tips that they can implement in their daily work - including real-life case studies showcasing how peers have handled different scenarios and situations that allows them to learn from their successes and mistakes.

The summit will be hosted by Netherlands-based Brit, Adam Fields, and will kick off with a session on the ***Science behind the hygiene benefits of paper tissue*** featuring leading scientists

- Professor Mark Wilcox of Leeds University and Leeds Teaching Hospitals
- Professor Marc Van Ranst of KU Leuven and the Rega Institute for Medical Research
- Keith Redway, Emeritus fellow in the department of biomedical sciences at the University of Westminster

The scientists will share evidence on the importance of hand hygiene in upholding overall hygiene in businesses and public venues. They will also present the results of research studies exploring the performance of different hand drying options in maintaining staff and customer safety and minimising the spread of microbes.

The second track will explore the ***sustainability credentials*** of paper tissue and feature sessions from mechanical engineer and sustainability specialist Suhas Apte, who has spent his career in the consumer products industry, and sustainable business development advisor and trainer Sarah Duncan. They will share the sustainability story behind paper tissue – from



certified forests to eco-design and production – and show delegates how disposable paper tissue can support sustainability in the HORECA sector.

The final track features **Consumer insights** professionals working with both the HORECA and Procurement industries and will delve into the minds of consumers and share their concerns, preferences and expectations when visiting public places. The session will include speakers from supply chain management specialist Afflink, and from global research company, Euromonitor and provide advice on how to correct misinformation and encourage compliance among customers and staff while maintaining good relationships.

'Tissue paper, The Smart choice' will provide delegates with a resource to recalibrate their business for the new normal. It will offer all the information needed to make lasting changes and ensure that businesses can remain viable, profitable and safe in 2021 and beyond.

For more information on the agenda & speakers and to register for the summit go to <https://hopin.com/events/tissue-paper-the-smart-choice>

Ends

## About ETS

ETS is the European Tissue Paper Industry Association. The members of ETS represent the majority of tissue paper producers throughout Europe and around 90% of the total European tissue production. ETS was founded in 1971 and is based in Brussels. For more information: [www.europeantissue.com](http://www.europeantissue.com)

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