

New aligned terminology for Tissue Products and Tissue Paper

Brussels, 02 July 2025: The [European Tissue Industry \(ETS\)](#) and [Cepi](#), representing the European Paper Industry, have announced the successful completion of a joint project to align terminology. The step towards clarity and consistency in the way tissue products are defined is intended to harmonise and simplify terminology for companies up and down the tissue value chain, as well as for analysts, consultants and media covering the sector.

The new terminology is meant to become the default in all future reporting, specifications and publications. Two easy-to-follow infographics have been created to present the newly agreed terminology alongside legacy and alternative wording. One covers Tissue Paper (intermediate products) and the other Tissue Products (finished converted products). They are featured on a [dedicated page](#) on the ETS website and will be actively promoted to global actors.

Cross-industry initiative brings greater clarity and supports companies, media, consultants and analysts in their reporting.

“This terminology guide was motivated by the inconsistency in tissue statistics and terminology in Europe and around the world,” explains ETS Director General, Carlos Reinoso. *“It is a non-confidential resource, created to streamline communication across technical commercial and media contexts, and could not have been achieved without the close involvement of Cepi and its National Association members.”*

The collaborative and transparent effort began in early 2024 with the creation of a joint Cepi-ETS task force gathering experts from leading tissue companies, national associations and the two organisations themselves. It sought to align differences in terminology that had led to confusion in reporting production and trade data. The need for clear, transparent and internationally aligned statistics to support policy, trade and sustainability had been further underlined during the COVID-19 pandemic which brought increased focus on the industry.

“The harmonisation that the new terminology introduces supports a more unified EU Single Market, at a time when there is a new push for it from EU Institutions” said Jori Ringman, Cepi Director General. *“Everyone working in the sector is encouraged to adopt the harmonised terms immediately and share them with peers and colleagues. Our members will play an important role in spreading the word up and down our industry value chain, and ensuring that everyone is using the updated terms in their daily work.”*

The newly harmonised framework covers several key areas including Terminology Alignment; Clarification of Product Segmentation; Customs Code Harmonisation; Trade and Production Data Improvements and Alignment with ISO 12625-1:2019.

“We will now be working in coordination with our counterparts around the world including AF&PA in the US, FPAC in Canada, CNHPA in China and JPA in Japan to promote this harmonised framework internationally to support global statistical alignment and trade transparency,” concluded Carlos Reinoso.

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

About Cepi

Cepi is the European association representing the paper industry. We offer a wide range of renewable and recyclable wood-based fibre solutions to EU citizens: from packaging to textile, hygiene and tissue products, printing and graphic papers as well as specialty papers, but also bio- chemicals for food and pharmaceuticals, bio- composites and bioenergy.

We are a responsible industry: 91% of our raw materials are sourced in Europe and certified as sustainable, 92% of the water we use is returned in good condition to the environment. . We are the world champion in recycling at the rate of 79.3%. At the forefront of the decarbonisation and industrial transformation of our economy, we embrace digitalisation and bring 20 billion value addition to the European economy and €5.5 billion investments annually. Through its 19 national associations, Cepi gathers 480 companies operating 856 mills across Europe and directly employing more than 175,000 people.

More information about the [European pulp and paper sector sustainability performance](#).

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**TISSUE PAPER
AND TISSUE PRODUCTS
DEFINITION & STATISTICS**



Base paper

made from lightweight, dry or wet creped paper and some non-creped paper, predominantly made from natural fibres. These fibres can be issued from virgin pulp or recycled pulp, a mixture of both, or in some cases non-wood fibres.

The base paper material

is taken from the tissue machine as a single-ply web wound up on a roll-reel. The base paper is intended to manufacture single-ply or multi-ply tissue products. A typical grammage of single ply tissue base paper ranges from 10 g/m² to 50 g/m².

"Mother reel or parent reel":

"Mother reel or parent reel": large reel or roll of tissue paper, wound up on the winding station, covering either the full width or part of the width of the tissue machine. When the mother reel/roll covers the full width of the machine it is also called a jumbo reel/roll.

TISSUE PAPER

FOR INTERMEDIATE PRODUCTS

Trade statistics:

Consider only the customs codes under CN 4803 (48030000, 48030031, 48030039 and 48030090) for intermediate products when reporting trade data.

Tissue paper – product segmentation:

Cellulose wadding, Tissue<25g, Tissue>25g, Other tissue paper.

Main segments	PRODCOM		CUSTOMS CODES	
	Prodcod codes	Prodcod Description	Customs / Commodity codes	Commodity Description
Cellulose wadding	1712.20.30	Cellulose wadding for household or sanitary purposes, in rolls of a width > 36 cm or in rectangular (including square sheets) with all four sides > 36 cm in an unfolded state	48030010	Cellulose wadding in rolls of a width > 36 cm or in square or rectangular sheets with one side > 36 cm and the other side > 15 cm in the unfolded state
Tissue <25g	1712.20.55	Creped paper and webs of cellulose fibres for household/sanitary purposes, in rolls, width > 36 cm, rectangular sheets min. one side > 36 cm in unfolded state, weight ≤ 25 g/m ² ply	48030031	Creped paper for household or sanitary purposes and webs of cellulose fibres "tissues" in rolls of a width > 36 cm or in square or rectangular sheets with one side > 36 cm and the other side > 15 cm in the unfolded state, weighing ≤ 25 g/m ² per ply
Tissue >25g	1712.20.57	Creped paper and webs of cellulose fibres for household/sanitary purposes, in rolls, width > 36 cm, rectangular sheets min. one side > 36 cm in unfolded state, weight > 25 g/m ² ply	48030039	Creped paper for household or sanitary purposes and webs of cellulose fibres "tissues" in rolls of a width > 36 cm or in square or rectangular sheets with one side > 36 cm and the other side > 15 cm in the unfolded state, weighing > 25 g/m ² per ply
Other paper for domestic use	1712.20.90	Paper stock for household others	48030090	Toilet or facial tissue stock, towel or napkin stock and similar paper for household or sanitary purposes, whether or not creped, crinkled, embossed, perforated, surface-coloured, surface-decorated or printed, in rolls of a width > 36 cm or in square o...

Corresponding tables between Prodcod codes and customs codes (source: Prodcod List 2023 Eurostat)

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Tissue products can be made of

one or several plies of tissue paper prepared as sheets or rolls, folded or unfolded, embossed or unembossed, with or without lamination, printed or not printed and possibly finished by post treatment, e.g. lotion application.

Tissue products have typically high bulk,

absorption and stretch properties compared with most other types of paper. They may in addition have textile like properties such as flexibility and softness.

Tissue products are disposable

and commonly used for hygienic and industrial purposes, in households or commercial and industrial premises.

At home we daily use:

toilet paper, handkerchiefs and facials, kitchen rolls, hand paper towels and napkins.

Away from Home:

Away from Home products and their dispensers are dedicated to hotels, restaurants and catering (HoReCa), offices, industry and the healthcare sector. The products include paper towels, toilet paper, napkins, facial tissue and tissue products used in a working environment.

Nonwovens are not classified as tissue

Disposable absorbent hygiene products are excluded from "tissue products" as they belong to a different product category.

TISSUE PRODUCT

FOR FINISHED / CONVERTED PRODUCTS

Trade statistics:

Consider only the customs codes under CN 4818 (48181010, 48181030, 48182010, 48182091, 48182099 and 48183000) for finished products when reporting trade data.

Tissue products – product segmentation:

Toilet paper, Hand Paper Towels, Kitchen Rolls, other Tissue Wiping, Handkerchiefs, Facials, Napkins, Tablecovers and Placemats, Other tissue products.

Main segments	PRODCOM		CUSTOMS CODES	
	Prodcod codes	Prodcod Description	Customs / Commodity codes	Commodity Description
Toilet paper	17.22.11.20	Toilet paper	48181010	Toilet paper in rolls of a width of <= 36 cm, weighing per ply <= 25 g/m ²
Toilet paper	17.22.11.20	Toilet paper	48181090	Toilet paper in rolls of a width of <= 36 cm, weighing per ply > 25 g/m ²
Facial tissue	17.22.11.40	Handkerchiefs and cleansing or facial tissues of paper pulp, paper, cellulose wadding or webs of cellulose fibres	48182010	Handkerchiefs, cleansing or facial tissues and towels, of paper pulp, paper, cellulose wadding or webs of cellulose fibres
Paper towels	17.22.11.60	Hand towels of paper pulp, paper, cellulose wadding or webs of cellulose fibres	48182091	Hand towels of paper pulp, paper, cellulose wadding or webs of cellulose fibres, in rolls of a width <= 36 cm
Paper towels	17.22.11.60	Hand towels of paper pulp, paper, cellulose wadding or webs of cellulose fibres	48182099	Hand towels of paper pulp, paper, cellulose wadding or webs of cellulose fibres (excl. those in rolls of a width <= 36 cm)
Tablecloths / Napkins	17.22.11.80	Tablecloths and serviettes of paper pulp, paper, cellulose wadding or webs of cellulose fibres	48183000	Tablecloths and serviettes of paper pulp, paper, cellulose wadding or webs of cellulose fibres

Corresponding tables between Prodcod codes and customs codes (source: Prodcod List 2023 Eurostat)