



PRESS RELEASE

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INTRODUCING FEEL GOOD: A NEW ECO-FRIENDLY TOILET PAPER BY WEPA

WEPA UK, leading supplier of private label paper products for the UK and Ireland, is introducing Feel Good; an eco-friendly toilet paper designed to meet the needs of today's environmentally conscious consumer.

Available from this month (RRP £4.45), each pack will contain nine naturally soft, bright white toilet rolls, made from 100 per cent recycled materials.

Complete with a vibrant mint green paper wrap that is guaranteed to stand out on shelf, Feel Good is manufactured from the highest-grade recycled paper including waste office paper, magazines, and even retail catalogues.

The paper outer can also be recycled alongside other household waste.

Feel Good will be manufactured at WEPA's Bridgend facility in South Wales, with materials sourced from European suppliers, reinforcing the brand's credentials, and reducing its ecological footprint.

A subsidiary of WEPA Group, headquartered in Germany, WEPA UK's customer base includes some of the country's biggest grocery retailers, supplying market-leading hygiene papers to households across Britain.

Feel Good marks the company's first foray into manufacturing and supplying its own brand in the UK. The launch will be supported by a comprehensive marketing programme including trade and consumer PR, an animation hosted on the website – showcasing the brand's manufacturing process and USPs – and social media activity across Facebook and Instagram including competitions and giveaways.

Carl Mitchell, sales director at WEPA UK, says: "Today's consumer is savvier than ever when it comes to making sustainable purchasing decisions and toilet roll is no exception.



The logo for WEPA, featuring the word 'wepa' in a stylized, lowercase, blue font with a slight italicization.



“Our extensive consumer research tells us that the first image that comes to mind for recycled toilet paper is a dull product, that simply doesn’t live up to expectations when compared to traditional rolls.

“We identified a gap in the market for a high quality, eco-friendly toilet paper that’s kind to your wallet and the environment, while delivering that all important strength and softness that shoppers are seeking.

“Feel Good is perfectly placed to meet these needs, enabling retailers to drive sales from the category, while giving consumers the option to shop more sustainably at a reasonable price.”

For more information or to enquire about stocking Feel Good, call 01204 545445, email hello@feelgood.eco or visit www.feelgood.eco.

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For further information please contact Alyssa James at Rumpus PR on 0161 9429988 or email

alyssa@rumpuspr.com

Notes to editors:

WEPA UK

WEPA UK is the UK and Ireland’s number one private label paper supplier. The company prides itself on protecting and growing its customers’ brands, ensuring quality, value and innovation.

WEPA Hygieneprodukte GmbH, the German parent group, is one of the three largest suppliers in the European tissue market, with 4,000 employees and a turnover of approx. 1.3 billion euros.

WEPA Group

The WEPA Group is a future-oriented family business and offers sustainable and innovative hygiene solutions that provide a safe feeling of hygiene and contribute to the well-being of millions of people all over Europe every day. With 4,000 employees, the WEPA Group produces hygiene paper products such as toilet paper, towel paper, handkerchiefs and napkins at 13 production sites in Europe. WEPA is one of the three largest European manufacturers and is market leader in the production of hygiene paper made of recycled fibres. The annual turnover amounts to approximately 1.3 billion euros. In the consumer business unit, WEPA is the specialist for the private label of European retailers. The Professional business unit, with the brands BlackSatino and Satino by WEPA, stands for sustainable and professional hygiene solutions, which are used in public washrooms, the industry, offices or health care for example. The headquarters of the WEPA Group is in Arnsberg, North Rhine-Westphalia, Germany.

