



toilet paper made friendly

Ever been on the loo, ripped some sheets off your toilet paper (TP) roll and wondered, 'Hmmm... where does this come from?'

Well, the guys at Who Gives a Crap (WGAC) are making paper that's eco-friendly, saving plenty of trees, water and energy. What's even better – for every roll you buy, 50% of the profits go towards building a toilet for someone in need.

They sell two types of TP: bamboo and recycled. On top of this, they make planet friendly tissues and paper towels.

So, how do their toilet rolls come to be? Lori from the creative team at WGAC gets to the bottom of it!

How is your recycled TP made?

Recycled TP requires a lower energy conversion process as there is no step to convert bamboo (or wood!) into pulp first. Instead, we use post-consumer recycled paper and convert that to tissue paper at the point of manufacturing, which means less work to transform fibres. We purchase locally for our production facilities and mainly use recycled paper from offices and schools – think stuff such as textbooks, notebooks and the like.

How do you turn bamboo into TP!?

It's a pretty cool operation! We use a thermo-chemical process that converts the raw bamboo into finished paper. This basically means the bamboo is pulverised and then 'cooked' to break down the fibres. The broken-down fibres go through a set of steps that isolate the best fibres for making toilet paper. They are then cleaned and drawn onto giant drums at high speed where they reform, bond and dry as toilet paper.

Where does your bamboo come from?

For the most part, our bamboo is grown in remote areas of Sichuan Province, China, by local farmers who plant bamboo on the borders of their small family farms to supplement their income. Unlike industrial agriculture (like special plantation forests created for toilet paper and other paper products) no vast areas of land are cleared. Additionally, the bamboo process is localised. Each village has its own bamboo co-op and after it has been harvested, it gets chipped and goes to a local pulp factory.

We found bamboo is a great sustainable option as it's naturally fast-growing and rapidly renewable.

It also uses far less land than trees do and produces less particulate matter and CO2 emissions per tonne of paper produced. It requires no tending, irrigation or fertilisation and only needs to be harvested once a year – it grows back very quickly after harvesting, as it's technically a grass. It's just about which texture you prefer!

Why do we need TP that's good for our bums and the world?

Over 27,000 trees are cut down every day just to make toilet paper. We know you can make soft toilet paper without contributing to global deforestation, so why not make the switch?