

FAVINI

FAVINI'S ZERO-IMPACT SHIRO AND CRUSH

Favini continues in their commitment to limiting the environmental impact of the company's products with projects in Uganda and India and neutralizing the carbon footprints of Crush and Shiro

Favini, a company that has always stood out for its keen sense of social and environmental responsibility, has a number of important announcements in the area of ecology. The company currently supports two major international projects—a reforestation project in Uganda and another concerning the generation of renewable energy in India—both aimed at offsetting the environmental impact of the ecological papers Shiro and Crush.



Crush already features components with a low environmental impact in terms of both the materials themselves and the energy used to produce this ecological paper. It is made using agro-industrial byproducts (from citrus fruit, kiwifruit, corn, coffee, hazelnuts, almonds, cherries, and lavender), which replace up to 15% of the cellulose of tree origin, and Crush also contains up to 30% recycled fiber from post-consumption paper and is produced entirely with green energy, which is self-generated using renewable, hydroelectric sources.

Italy's Ministry for the Environment has promoted a study of Italian firms to determine their environmental impact, and Favini has selected Crush in order to analyze CO₂ emissions throughout the company's value chain (from the transport of raw materials through to distribution of the finished product). Comparing Crush with another paper with similar characteristics, but made without byproducts and using conventional energy, Favini has managed to reduce their environmental impact, in terms of greenhouse gases, by 20%.

In order to further improve the product and increase Favini's level of corporate climate responsibility, the company has chosen to finance a project in Uganda that, through the carbon credits obtained, makes **Crush** a **perfectly eco-sustainable, zero-impact product**. The goal of this project, in which Favini has volunteered to participate, is to restore over 6,200 hectares of the Kibale National Park, and the initiative will benefit both the ecosystem, through reforestation, and the local population, both in terms of employment and in living conditions generally.

For more information about Crush's carbon footprint: <http://www.favini.com/gi/carte-grafiche/crush/carbon-footprint/>

For Favini's **Shiro** range of ecological papers, which includes the lines Alga Carta, Echo and Tree Free, **the company has also launched an initiative to neutralize CO₂ emissions by way of carbon offsetting**. Favini has chosen to nullify residual emissions that cannot otherwise be avoided by funding a project in India related to the generation of renewable energy. More specifically, this initiative calls for the production of clean wind energy, thereby reducing the use of fossil fuels. In 2014, this project gave Favini the carbon credits needed to offset 2,070 tons of CO₂, thereby neutralizing the emissions generated in the production of Shiro paper.

For more information: [link](#)

"Favini has always been particularly sensitive to environmental issues and involved in environmental initiatives. Over the years, our research and development unit has brought a number of extraordinary products to market that carry the flag of environmental sustainability. This year, we have chosen to completely nullify the carbon footprints of Shiro and Crush by supporting two exciting international projects in India and Uganda. Corporate climate responsibility is an issue that we have taken to heart, and we are proud to be supporting these initiatives, which enable us to keep CO₂ emissions under control for the benefit of the planet and of our products," said Andrea Nappa, CEO of Favini.