

**Elis partner with FIG
to launch the UK's first
sugarcane commodity
paper range!**



Understanding the Market

- ✓ Toilet roll and hand towels have been made from trees since the late 1800's
- ✓ Recycled paper was introduced a few decades ago, giving people a choice of 2 sources
- ✓ Bamboo paper has only recently caught on in Europe as a sustainable option
- ✓ Sugarcane toilet paper is the latest and most sustainable option of them all



Sustainability - The Buzz Word

- ✓ Steve Shelley's independent environmental assessment
- ✓ Pure pulp (made from trees) creates 29.0 kg of carbon per case of 40 rolls made in the UK
- ✓ Recycled (uses huge amounts of energy) creates 15.0 kg of carbon per case of 40 rolls made in the UK
- ✓ Bamboo/sugarcane creates 5.47 kg of carbon per case of 40 rolls- including the shipping from China to the UK!



Bamboo vs Sugarcane

- ✓ Bamboo is made from the plant that is grown specifically to make toilet paper
- ✓ Sugarcane is made from the left-over plant after the sugar has been extracted for the food industry
- ✓ Bamboo has long & strong fibres which makes it hard to break down, often blocking drains
- ✓ Sugarcane has short & delicate fibres which makes it very soft to the touch and breaks down in 4 seconds
- ✓ Bamboo toilet roll is expensive, often double or triple the price of recycled paper
- ✓ Sugarcane is a waste product, so it is about the same price as recycled- very competitive



Sugarcane USP's

- ✓ So soft!
- ✓ Sustainable sugarcane!
- ✓ Half the price of Bamboo!
- ✓ Breaks down in seconds!
- ✓ Affordable sustainability...
it doesn't cost the earth!



SUGARCANE
PAPER

Cost Comparisons




- ✓ After going through the USP's, manage their expectations. Don't set your stall out that this is going to be the cheapest.
- ✓ Compare apples with apples, not pears!
- ✓ Don't compare your box price with their box price- products have different quantities in them
- ✓ Take your selling price and divide it by 15,936 (sheets/box) then multiply it by the amount of sheets in the box of the product they are currently buying. This gives you the equivalent price for what they're currently buying.
- ✓ Cheeky Panda is currently sold to end users for **£44.99**/box of 48 rolls with 200 sheets/roll including VAT
- ✓ £44.99 divided by 1.2 to take the VAT off = **£37.49**
- ✓ £37.49 divided by 48 then divided by 200 = **£0.0039/sheet**
- ✓ £0.0039 multiplied by 15,936 (sheets in our micro-mini jumbo box)
- ✓ **£62.23 + VAT for 15,936 sheets!**



Zero Plastic Packaging

Sugarcane Micro-Mini Jumbo Toilet Roll

24 rolls x 664 sheets = 80 Domestic Rolls

-  Prevent deforestation with sustainable sugarcane tissue!
-  Made from the left-over sugarcane plant after the sugar has been extracted!
-  Zero plastic packaging!



Sugarcane Micro-Mini Jumbo Toilet Roll

*PREVENT DEFORESTATION WITH
SUSTAINABLE SUGARCANE TISSUE!*

Product Code: FIGC002MM

Fibre type	Sugarcane mixed fibre
Ply	2-ply
Colour	White
Sheets/Roll	664 sheets
Sheets/Case	15,936
Case Quantity	24 rolls



Opportunities

- ✓ Elis is first to market- a huge opportunity
- ✓ Lowest hanging fruit
- ✓ 3 types of customers:
- ✓ Sustainable option at any price as the price of toilet roll is not important to them
- ✓ Happy to pay slightly more for a sustainable solution but won't pay double for bamboo
- ✓ Just wants the cheapest product out there and doesn't care about sustainability



Most Important

- ✓ Super soft & breaks down very quickly
- ✓ Made from the left-over sugarcane plant
- ✓ Competitively priced- it doesn't cost the earth!



*THANK YOU
FOR YOUR TIME.*

