

**COTTONSOFT TAKING EXTRA MEASURES TO REASSURE  
CONSUMERS OF SUSTAINABILITY**

Cottonsoft is taking extra steps to reassure customers of the environmental credentials of its products, and will seek Environmental Choice certification for its retail products, the company confirms. The measure will be in addition to the company's existing product certification by PEFC (Programme for the Endorsement of Forest Certification), the world's largest forest certification programme.

Cottonsoft's director of corporate affairs Steve Nicholson says, "In response to our retailers and consumers, we are engaging in the process of seeking Environmental Choice certification. This certification is recognized by the New Zealand government and will ensure that, with both PEFC and Environmental Choice certification, Cottonsoft's products have market-leading environmental credentials.

"During the audit process for this certification, which will take between six and 12 months, our sustainability credentials and the value of our PEFC certification will become even more evident.

"As an employer of 130 New Zealanders, we have a responsibility to our staff to listen to our retailers and customers, and ensure their jobs are protected.

"This additional certification will allow consumers to have complete peace of mind and full assurance that Cottonsoft operates sustainably and responsibly."

**ends**

## **About Cottonsoft**

Cottonsoft Limited has been in business for 25 years in New Zealand. It is a tissue-converting company which manufactures toilet tissue, paper towels and serviettes for New Zealand's supermarkets and commercial organisations. Its products include Tuffy Paper Towel and Paseo, CottonSofts and KiwiSoft Toilet Tissue.

For more on Cottonsoft's environmental policy:

<http://www.cottonsoft.co.nz/pdf/CottonsoftEnvironmentalPolicy.pdf>

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