

## **MEDIA RELEASE**

### **COTTONSOFT OFFICIALLY OPENS NEW FLAGSHIP PLANT IN SOUTH AUCKLAND**

24 May, 2007

Manukau City mayor Sir Barry Curtis officially opened Cottonsoft's new state of the art factory in East Tamaki this afternoon.

Cottonsoft is a leading New Zealand supplier of consumer tissue products, including toilet tissue, kitchen towel and serviettes. Up until now, its only plant has been in Dunedin.

CEO Steve Silvey told guests at the opening, which included the Honourable Chris Carter, that Cottonsoft realised there was a clear need for an Auckland-based operation in order to serve customers effectively by being closer to major markets.

"With a Dunedin-based factory servicing the whole country, we found that for every dollar we were spending on the factory floor we were spending \$2 in freighting the product.

"Our Auckland plant now serves all our North Island customers with our Dunedin plant continuing to serve our South Island customers. Together our operations now convert enough toilet tissue rolls each week which, if rolled out end to end, would circle the earth one and a half times."

Mr Silvey said it was also an opportunity to build a flagship plant, showcasing the best of innovation and technology in the industry.

"This plant houses purpose-built machinery that is the first of its kind in New Zealand and the best in its class in the world. Sourced from Italy, it is designed specifically for smaller markets such as New Zealand, where flexibility and speed of changeovers are paramount."

He told guests the opening of the plant marks a new era in the history of Cottonsoft in New Zealand and will help it continue its strong growth in the marketplace.

"Cottonsoft has come a long way from our humble beginnings in Dunedin in 1988 as Plypac Industries. It was formed when five Dunedin entrepreneurs bought Plypac out of receivership in May 1988. They saw an opportunity to challenge a near monopoly situation and offer greater consumer choice.

"Since then, we've experienced consistent year-on-year growth to become the number two supplier of toilet tissue and paper towel products to the New Zealand grocery sector," said Mr Silvey.

Cottonsoft has 80 staff across the country. 45 are based in Auckland and another 35 staff in Dunedin.

Cottonsoft's headquarters will remain in Dunedin.

Manukau City mayor Sir Barry Curtis told guests he was delighted Cottonsoft had chosen to locate in Manukau.

"We welcome progressive and innovative companies because of the contribution they make to the city, and I am certain Cottonsoft will continue to go from strength to strength as a result of its new Auckland plant.

"It could not have chosen a better location than Highbrook Business Park, being so close to major markets and transport routes and with many of the best known companies in New Zealand as its neighbours," he said.

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**About Cottonsoft**

*Cottonsoft is a tissue-converting company which manufactures toilet tissue, paper towels and serviettes for New Zealand's supermarkets and commercial organisations. Its best-known brands are CottonSofts Toilet Tissue and Tuffy Paper Towels.*

*Website: [www.cottonsoft.co.nz](http://www.cottonsoft.co.nz)*