

## Presentation at 2<sup>nd</sup> International Conference on Cellulosic Fibres

**Company** – Birla Cellulose

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**Title** – **Improving the sustainability of Nonwoven products in a cost effective way**

Abstract –

- **Brief of regulatory pressure and legislations**
  - United Nations (UN) Sustainable Development Goal 12 & 14
  - Closing the loop – An EU action plan for Plastics in a Circular Economy
  - SUPd at EU with objective to reduce the impact of certain plastic products on the environment
  - California Circular Economy & Plastic Pollution Reduction Act
  - Timelines
  
- **Key single use products that need quick actions from Nonwoven value chain to improve sustainability**
  - Consumption of different materials in Nonwovens and share of plastics
  - Key nonwoven product segments coming under regulatory scanner
  - Non-plastic material options commercially available – a comparison
  
- **Some innovations to help build sustainable products in a cost effective way –**
  - 100% bio wipes – 100% viscose / pulp+viscose blends with improved performance
  - 100% bio hard surface disinfectant wipes
  - 100% bio flushable wipes
  - Bio top sheet / ADL for fem-hygiene & diaper (AHP) products
  - Traceable products to ensure visibility to the consumer
  
- **Future of sustainable materials –**
  - Sustainable and audited / certified forestry (Canopy / FSC / SFI)
  - Reduction of manufacturing footprint (Higgs / LCA / carbon neutrality / recycled)
  - Transparency and traceability till the end consumer