

Cottonsoft range of recyclable toilet tissue packaging



The Project

Following energetic collaboration between Stratex and Cottonsoft, the Stratex development team spent a number of months working with Cottonsoft. The customer wanted to achieve similar output on their packing line whilst attaining a package that would meet internationally recycling standards. To meet the customer brief, Stratex put the project through its new product development (NPD) program which required intensive development, trials and testing.

The Outcome

The result of the development was a paper wrapper that is:

- able to meet the international paper recycling standard (PTS RH 021/97 Category 2)
- kerb-side recyclable in New Zealand
- looks great in the market
- runs well on the customers packing line

The paper used by Stratex is **FSC accredited** (paper sourced from accredited sustainable tree plantations) and won a Gold Award at the New Zealand Pride in Print awards in 2020.

The circular economy solution has also substantially reduced the amount of plastic in the supply chain. The end product has supported Cottonsoft to continue with its market leading position in the New Zealand FMCG sector.

[Cottonsoft | EarthSmart](#)