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The European Tissue Symposium (ETS) represents 90 per cent of tissue producers in Europe.

Its purpose is:

- to **improve the science behind tissue usage**
- to **promote** tissue usage
- to **monitor** events and important developments within the European tissue industry, and ensure members are kept informed
- to **research and develop issues** that have an impact on tissue
- to **liaise** with NGOs and European institutions



The ETS has recently added a number of fundamental **strategic goals**:

- ◆ Represent the Industry and have a **strong external credibility** on industry-wide topics, both on **regulatory** matters and **tissue categories growth**
- ◆ Define and communicate Industry **position papers** on relevant issues
- ◆ Produce bespoke **advanced studies** using the most authoritative institutions

These initiatives should be focused particularly on those categories where there are significant external competitive systems.





In 2008, ETS commissioned a consumer study with Intermetra. It took place in a number of European countries to verify users' preference for different hand drying systems in public restrooms.

The study highlighted that a significant minority of users considered air driers as the most hygienic hand drying system. What is more, the data varied by country.

This study has confirmed that about **2 consumers out of 3 prefer paper tissue towels** (while the remaining 1/3 is split among air dryers and textile rolls) and that their key motivation is **hygiene**, in addition to **speed of drying** and driest **feeling**.



ETS decided to **update** the **scientific hygiene study** which was first undertaken in 1994.

We also felt it was important to include **jet air dryers** such as the Dyson Airblade™, recently introduced to the market.

As one of the most authoritative researchers in this field, we have assigned the work to **Keith Redway** of the **University of Westminster**.

I will now hand over to Keith who will take you through the study which I believe you will find very interesting!