



Queensland Tissue Products Pty Ltd is a proud supporter of the Great Barrier Reef Foundation, making donations from the sale of its Barrier Reef range of environmentally friendly products to support research to protect and preserve the beauty and diversity of coral reefs. By purchasing one of our products you are actively participating in the preservation of one of the natural wonders of the world.



See www.barrierreef.org for more information.



Don't buy *Softex*® just because it's better for our environment.

There's a popular myth that environmentallyfriendly products are a costlier choice.

With *Softex*®, we believe that you and your organisation shouldn't have to make sacrifices to help save our country's future.

So it's OK to buy *Softex*® tissue products just because they deliver better performance at a more economical price.

But as mainstream Australia starts to demand environmental responsibility, here's how *Softex*® is helping your organisation measure up.

- Softex® is totally Australian-owned and operated, manufacturing in Queensland.
- Softex® revolutionised the Australian tissue paper market by proving that recycled products can deliver better quality and economy than traditional products.
- All our products are made from post-consumer waste such as wastepaper, so Australia needs less landfill.
- Softex® recycled fibres are purified in an elemental chlorine-free process.
- The small amount of waste generated is recycled as garden compost.
- We use less energy and water to manufacture.

Softex® manufacturing techniques allow over 500,000 trees to survive annually.



the responsible choice in tissue paper

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