Presentation at 2\textsuperscript{nd} International Conference on Cellulosic Fibres

\textbf{Company} – Birla Cellulose  
\textbf{Presenter} – Rahul Bansal – Assistant Vice President & Global head Business Development, Nonwovens

\textbf{Title} – \textit{Improving the sustainability of Nonwoven products in a cost effective way}

\textbf{Abstract} –

- \textbf{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

- \textbf{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

- \textbf{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

- \textbf{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