

Re-seller marketing strategy - product battle card

ECOBIX Pillowsoft 3-ply plastic-free toilet paper

WHAT IS ECOBOX?

It's a new, more sustainable approach to paper consumables. Ecobox takes quality paper products, packs them more densely to minimise transport CO₂ and eliminates plastic packaging altogether, even down to the tape on the box.



PRIMARY BENEFITS

- Zero Plastic Waste
- 25% CO₂ reduction
- 3-ply extra-soft quilted paper
- 40% reduction in storage space required
- 24 x 280 sheets, less stub roll wastage
- Luxury Paradís Swan emboss



CONVERSATION STARTERS

How important is plastic reduction in your sustainability plans?
Would more space in your storage cupboards be an advantage?
Would you like to provide a premium washroom experience while improving environmental credentials?
How would it help if you could measure the positive impact of your sustainable choices?

KEY TARGET SEGMENTS

- Premium office spaces
- Hotels
- Hospitality venues
- Events venues/corporate suites
- Luxury retail

PARADÍS

PILLOWSOFT