

HIGH-QUALITY ECOLOGICAL PAPER PRODUCED BY RECYCLING INDUSTRIAL SCRAPS IN ITALY

After the success achieved from the production of algae paper, obtained by recycling algae infesting Venice's Lagoon, the historic [Favini company](#) created in 1736 in Veneto Region (Italy), continued its innovative work through the production of ecological papers. By recycling a wide range of industrial scraps, the company contributes to reducing the use of tree cellulose and improving the environment.

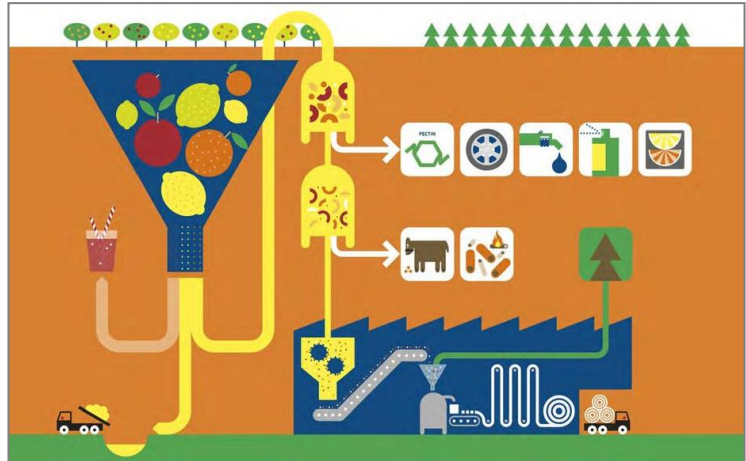
The last ecological product created by Favini is the [Crush Lavender](#), the first paper to be made with by-products taken from the agri-industrial processing of lavender which replace up to 15% of tree cellulose.

Lavender is cultivated in many areas of Italy to produce essential oil which is used in cosmetics, for the production of creams, soaps and body products, as well as in the field of medicine and herbal remedies. The flower heads and stalks are harvested at the end of flowering period and the processing of lavender to produce essential oils generates waste and by-products that can become an opportunity for both the economy and the environment. Favini uses the main by-product of the essential oil production, which is the stem of the lavender plant. The dried stems are micronized and reused for the production of high-quality ecological papers suitable for creating various applications, including luxury packaging, brochures, notebooks and cards.

This product is part of the [Crush eco-friendly range of papers](#) made by Favini by replacing up to 15% of virgin tree pulp with the residues of organic products. In addition to the by-product of lavender, Crush papers includes by-products from citrus fruits, grapes, cherries, corn, olives, coffee, kiwi fruits, hazelnuts and almonds. [These natural raw materials are saved from landfill and used to make distinctive papers.](#) Crush is FSC certified, GMO free, contains 40% post-consumer recycled waste and it is produced with 100% green energy. The carbon footprint is reduced by 20% using by-products and 100% green energy. Any unavoidable emissions generated during production of this eco-friendly paper are fully offset through Carbon Credits used to finance activities that can absorb CO2 in the atmosphere.

Over the years, adopting circular economy strategies, Favini has created several production lines that use industrial production scraps or environmental residues to make high-quality paper.

One of the first productions that attracted attention both in Italy and in several other countries is the *Shiro Alga Carta*, an ecological paper produced in 1993 by recycling algae that proliferate in the Lagoon of Venice, a polluting material difficult to dispose of. The algae was collected and mixed with certified fibers, replacing up to 30% of the pulp used in paper production. The recycling of the algae can therefore



not only protect the marine area ecosystems, but also save the use of tree pulp. Favini continues its production and today this concept has been extended to other fragile marine areas. [By using renewable recycled waste](#), the company has also launched the *Shiro Tree Free*, which does not use tree pulp. This paper is produced with fibers from annual plants like bamboo, cotton and sugar cane scraps.

The company also produces the other following lines of ecological and high-quality paper:

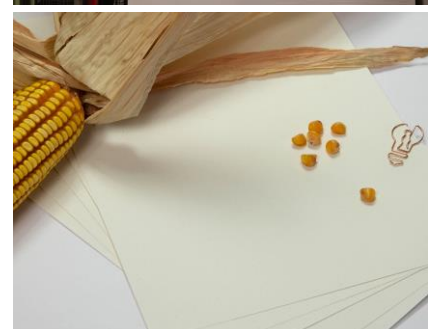
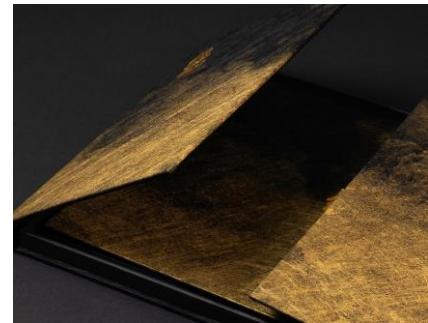
- [Refit. The new paper from cotton and wool](#). The waste product from wool and cotton textile manufacturing processes, after a special treatment, is introduced into the pulp that is used to make Refit. Refit includes 40% post-consumer recycled waste topped up with 15% wool or cotton fibres.
- [Remake. The up-cycled paper from leather residues](#). Remake paper is made from the discarded residue of the leather manufacturing process and is an example of *upcycling*. This innovative paper replaces 25% of wood tree pulp with leather residues. Remake is not only a unique paper made of leather, it is also 100% recyclable and biodegradable. Remake contains 40% recycled pulp and the leather by-products are sourced from traceable Italian origin.
- The [Shiro Echo](#) is the highest quality 100% recycled paper. Shiro Echo is recyclable, biodegradable and FSC™ certified.

Favini is also able to respond to specific requests for raw materials waste recycling. For example, the manufacturer of *Pasta Barilla* required the collaboration to recycle the bran recovered from its grain grinding mills and which would be otherwise no longer usable. From this request the [Cartacrusca](#) paper was created by purifying the bran scrap to make it compatible with paper fiber. Carta Crusca is the paper produced exclusively for *Barilla* using 20% of bran fiber coming from the Italian mills.

The principle that unites these production lines is a creative reuse of raw materials, but what distinguishes them further is the supply chain with which Favini has established a relationship of *industrial symbiosis*. This allows it to trigger the benefits which are associated with the circular economy. Traditionally different industries integrate processes to promote competitive advantages through the exchange of matter, energy or water. [The objective of Favini for the future](#) is on the one hand to continue strengthening its ecological industrial approach by increasing the percentage of waste scraps and decreasing the use of tree pulp in its production process. On the other hand, by partnering with interested industries, Favini also aims to expanding the impact of and ecological industrial symbiosis, recycling in high-quality papers their by-products which otherwise would be waste destined for landfills.

Favini has always paid attention to the ecology and its managing system is addressed to the development of products and processes with a low environmental footprint. The energy used by the company, for example, is 100% renewable and self-produced. Additional information on other aspects of the [adopted production processes](#) ensuring a significant sustainable impact on the environment can be found in its website.

Favini has been recognized by prestigious awards at national and international level. [In the press releases page of the website](#) a large number of news and articles tell the successful stories of this innovative company.



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