

## Paper products for the medical market

The paper industry distinguishes four major types of paper: graphic paper for printing, writing and copying applications, paper and cardboard for packaging applications, paper and cardboard for special technical applications and hygiene paper. In the latter segment, ERREBI Paper s.r.l. Industria Cartaria ranks among the leading suppliers – not only in Italy. Rich in tradition, the successful family enterprise specialises in high-quality paper products for the medical market. The company's best-selling products are medical rolls which are used as covers for examination tables and stretchers in hospitals and medical practices.



Guido Rinaudo, one of the company's founders and its current managing director and chairman of the board

Situated in Cuneo, the capital of the province of the same name in the Piedmont region in Northern Italy, ERREBI Paper has been in the paper business since 1976. The highly automated company, which employs a mere 27 people, produces tissue disposables for a range of demanding markets such as health, cleaning and hygiene. It is equipped with ten fully automated manufacturing lines, including nine converting lines for both rolls and folded products and one laminating machine with a width of 2,600 mm. "Thanks to our state-of-the-art equipment, we are capable of meeting the demands of the market with the highest levels of reliability and flexibility," says

Finance Manager Grazia Bertano. The comprehensive product portfolio ranges from medical paper products such as medical rolls, medical drapes, dental bibs, head rest covers and air-laid rolls to cleaning products, including wiper rolls and air-laid wipes, through to hygiene paper products such as hand towel rolls and C-fold hand towels. "80% of our products are for medical applications in hospitals and doctor's surgeries," states Luisa Giorcelli from Sales & Marketing. "The remaining 20% are produced for applications in the cleaning and hygiene industries."

ERREBI Paper is managed by the Italian Rinaudo family and turns over in excess of 15 million EUR. The highly successful company, which has 15,000 m<sup>2</sup> of manufacturing space at its disposal, is one of the leading suppliers of medical rolls in Europe. These special paper products are primarily used as covers for examination tables and stretchers. The medical rolls consist of pure recycled cellulose and can be PE laminated. They are available in widths from 25 to 120 cm and lengths from 50 to 150 m and come in perforated lengths from 24 to 200 cm. The medical rolls are produced using so-called 'mother rolls' supplied by large paper manufacturers. The mother rolls are cut to size and produced in series. "The finished medical rolls are then sold, mainly as private-label products, to distributors around the world," explains Mrs. Bertano.

ERREBI Paper supplies distributors in two main market segments: hospitals and the cleaning industry. The company ships approximately 90% of its products abroad. "Our main export markets are France, Germany, Central and Eastern Europe, Spain, the UK and Scandinavia," says Mrs. Giorcelli. ERREBI Paper, however, also supplies customers in more far-away destinations such as Australia and the United Arab Emirates. The company attributes its international success mainly to its highly flexible approach to meeting individual customer demands with perfectly personalised products. In addition, the family business has flat hierarchies which allow for rapid decision making. Of



The comprehensive product range is targeted at the medical and cleaning/hygiene industries



ERREBI Paper is equipped with ten fully automated production lines for tissue disposables

course, the tried-and-tested quality of the products is another success factor. ERREBI Paper also has a very modern machine park which has been brought up to date within the last three years and which enables the company to produce with a high degree of efficiency. Last but not

least, the Italian company is a regular exhibitor at Germany's MEDICA, the world's leading meeting place for the health and hygiene industries. "We have participated in the MEDICA exhibition for the last 15 consecutive years," concludes Mrs. Bertano.



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