



Guido Rinaudo and his staff

A passion for paper

Specialists in working paper for the medical field

Text by **Marco Bussone** - Photo by **Marco Donatiello**

Rolls of paper are made on the cylinders of large machines that make finished products for the household and the medical industry. We are in Cuneo, at Errebi Paper, a company which in 2012 will celebrate its first 35 years. A history of success, of products exported throughout the world, thanks to the foresight and entrepreneurship of the Rinaudo family. The main product is the medical sheet, also created in a version with a film of polyethylene on one side, making it impermeable. Another historical product of Errebi is the paper roll for industrial drying. “We have recently launched – explains Guido Rinaudo, Ceo – a new line of V-folded towels, with dispenser. It is an innovative product, and particularly convenient. Up until today it was not normally used at home. Our company wants to offer it to families, to keep in the kitchen and the bathroom. For everyone”. For this product, Errebi studied new, compact packag-

ing 25cmx10cm, in cardboard. “It is the compactness of the product, and its ease of transport and use, which is our strong point. The volumes, with the same amount of material, are noticeably reduced, which is an advantage for costs and energy savings. A valid alternative to the traditional paper towel roll in the kitchen”. From the company near Cuneo, every day, four or five loads of goods leave for France, Germany, Belgium, as well as the Middle East and Australia, where Errebi serves hundreds of clients, many of whom are faithful. This is all thanks to that passion for paper, which pushed the Rinaudo family to invest in the company. Expanding it and forging working relationships with all 33 of its employees, some of whom have been in Errebi for thirty years. “For all our clients – underlines Rinaudo – we offer a ‘private label’ service, meaning that the product is branded with the client’s name. Also we offer particular attention to quality, which

is an absolute priority and, as a consequence, maximum care in supplying raw materials and working”. Care is also placed on the environment. “We have covered the roofs of our buildings with solar panels– explains the Ceo of Errebi –. The electricity produced supplies 60% of our needs avoiding atmospheric emissions of 320 tonnes a year of CO2”. Environmental ethics and productive excellence are the guiding principles of 35 years of history. “The product which we are aiming at over the next few months – adds Rinaudo – will be single-use bibs for babies. But the greatest novelty in Errebi is the V-folded towel. We are sensitising the market and there is the possibility of strong growth. We are optimistic and we believe in it. As we deeply believed in the work when we started nearly four decades ago in the paper industry. We have had our share of challenges, but we were satisfied in the end. And what always matters is the results”.