



Essity reinforces UK leadership in sustainable tissue

Essity's new Unifibres recycled fibre facility officially opens in May, at our Prudhoe mill in Northumberland – Essity's largest UK manufacturing site which makes Cushelle, Velvet and Tork branded paper products.

Investment

The new state-of-the-art facility has been 4 years in construction and represents a £30m+ investment in modern, high-efficiency recycled fibre technology, underlying Essity's long-term commitment to sustainable British manufacturing.

Expanded capacity

Unifibres significantly expands our recycled fibre processing at Prudhoe mill to more than 105,000 tonnes per year, taking Essity's total UK recycled fibre capacity to approx. 190,000 tonnes annually.



Sustainability impact

The new facility is designed to process a wider range of recovered paper - including lower-grade material and improve the removal of contaminants such as plastics.

This in turn reduces waste sent to landfill and enhances energy efficiency – helping keep valuable resources in use for longer while supporting a more circular economy.

May 2026

 **essity**



Did you know?



- **Essity is the UK's biggest user of recycled fibre in consumer tissue products and the leading user in Europe for tissue production.***
- **Tork PaperCircle from our Professional Hygiene business is the world's first paper towel recycling service and recycles over 100 million paper towels per year.**
- **We are the first and only company converting the waste from recycled fibre paper making into agricultural animal bedding.**
- **Essity is the only UK manufacturer in consumer tissue with the capability of producing tubeless toilet paper and kitchen roll products.**
- **In just three years, customers buying Cushelle Tubeless have prevented 292 tonnes of cardboard tubes from entering waste processing or recycling across the UK & Ireland — that's as heavy as 21 double decker buses+**
- **All these initiatives support Essity's wider sustainability commitments, including achieving net zero emissions by 2050 and recovering all production waste by 2030.**

* Essity is the largest consumer of recycled fibres for tissue production in Europe. Based on publicly available data from leading European tissue producers for 2024.

+Based upon Essity Sales Data 1st October 2022 – 30th September 2025 and Transport for London 2025.

Watch the video to find out more 

