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Tissue is the fastest growing segment of the forest products industry. AF&PA promotes and educates consumers and potential future industry employees on tissue products' health and hygiene benefits, sustainable nature and advancements in manufacturing technology.



### Vital to health and hygiene

- Tissue products provide hygiene and cleaning benefits.
- Paper towels help to reduce the numbers of all types of bacteria on hands and reduce the spread of bacteria when used for hand drying.
- Tissue products used for personal hygiene include napkins, bath tissue, feminine care products, and adult and baby diapers.



### Sustainability

- Tissue paper products are made from a renewable resource (trees), which remove carbon dioxide from the atmosphere as they grow.
- Each year, in the U.S., twice as much wood is grown as is harvested.

### A market for recovered fiber

- Most tissue products include recycled paper content (from office papers and other printed materials).
- In 2016, 90 percent of the 76 U.S. mills that produce tissue paper use some recovered paper to make new tissue products and 17 of these mills use only recovered paper.
- U.S. tissue mills consume 0.58 tons of recovered paper for each ton of tissue product produced.
- U.S. paper recovery for recycling reached a record 67.2 percent in 2016, meeting or exceeding 63 percent recovery for the past eight years.

### Innovative

- Advancements in manufacturing technology include more efficient fiber use and improving both the design of tissue products and the way they are dispensed.
- These innovations allow the tissue sector to keep up with growing consumer demand, improve existing products and develop new products.



### Jobs and opportunities

- The U.S. tissue paper sector employs an estimated 27,800 people with a payroll of \$1.7 billion.

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The American Forest & Paper Association (AF&PA) serves to advance a sustainable U.S. pulp, paper, packaging, tissue and wood products manufacturing industry through fact-based public policy and marketplace advocacy. AF&PA member companies make products essential for everyday life from renewable and recyclable resources and are committed to continuous improvement through the industry's sustainability initiative - Better Practices, Better Planet 2020. The forest products industry accounts for approximately 4 percent of the total U.S. manufacturing GDP, manufactures over \$200 billion in products annually, and employs approximately 900,000 men and women. The industry meets a payroll of approximately \$50 billion annually and is among the top 10 manufacturing sector employers in 45 states.

