

What is *cellulose*?

It should come as no surprise that paper is made from wood pulp. Another – less well-known – word for this is cellulose. Cellulose is therefore the basic ingredient of paper and cardboard.

What is *cellulose* paper?

Since the 19th century, much paper has been made from wood. Then it was discovered that **cellulose**, found in wood, is an ideal paper raw material. In particular Norway spruce, Scots pine, birch, poplar, beech and eucalyptus are commonly used tree species in the paper industry.

Several plants also produce cellulose that is suitable for the paper industry. Bamboo and reed for example. Two very sustainable alternatives, because these plants grow quickly and in large numbers at the same time. A less sustainable aspect of cellulose is that there is no production industry for it in the Netherlands. All pulp for the production of new paper is therefore imported.

Cellulose is a perfect raw material for making **sustainable disposables**. For this, largely natural unbleached paper, cardboard and wood are obtained from FSC-certified forest management. FSC stands for **Forest Stewardship Council** and is committed to **responsible forest management** worldwide. This standard ensures that the world's forests can be preserved through responsible forest management.

Responsible forest management means: protecting the habitat of plants and animals and respect for the rights of the local population and forest workers. But also harvesting wood and earning money while preserving the forest. A well-managed forest is less likely to be cut down for other purposes, such as palm oil or soy plantations and mining.



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