Geothermal energy driving Asaleo Care’s Kawerau operation

Some of New Zealand’s most well-known hygiene products are being made more efficiently with the help of easily accessible and renewable geothermal energy.

Asaleo Care’s Kawerau operation produces household brand names such as Sorbent and Purex toilet tissue, Deeko napkins and Handee paper towel as well as the Tork commercial range of washroom products.

Asaleo Care strives to offer environmentally sound products and services, capable of continuously meeting customer and consumer needs with respect to functionality, economy, safety and environmental impact. Strong emphasis is placed on the renewability and recyclability of the raw materials as well as the sustainability of the energy sources used in the manufacture of their products.

Asaleo Care’s commitment to sustainability is clearly illustrated by the work they have taken at their Kawerau operation. In 2010, the Kawerau operation commenced sourcing some of its energy from locally produced geothermal steam, resulting in a 46% reduction in greenhouse gas emissions.

**KEY BENEFITS:**
- 46% reduction in greenhouse gas emissions following the introduction of geothermal steam

**KEY FEATURES:**
- Over 50,000 tonnes of tissue product produced annually
- Two paper machines
- Switched to geothermal steam in 2010
The finished tissue product is packed on-site for consumers around New Zealand

Annually, Asaleo Care's Kawerau operation produces over 50,000 tonnes of tissue product from its two paper machines.

The paper making process requires the geothermal steam be cleaned before it is used. The steam's cleaning process involves separation plants, heat exchangers, and a stripping plant; which take place at the geothermal bore field.

The clean steam is then used in the heart of the paper machine, in a large steel cylinder called a 'Yankee'. The Yankee dryer evaporates moisture from the paper during the tissue making process.

It is imperative that the steam quality is consistent as fluctuations in temperature can create operating problems that may affect product quality.

The move to geothermal has proved extremely successful for Asaleo Care and there have also been positive benefits to the broader community.

One of the significant benefits for the Kawerau community is that the company has partnered with Ngati Tuwharetoa (BOP) Settlement Trust (NTST), an Iwi Trust, and NTST’s wholly owned commercial subsidiary Ngati Tuwharetoa Geothermal Assets Limited (NTGA). So most of the revenue generated stays within the Kawerau area. NTGA is responsible for managing the geothermal assets on behalf of NTST in the Kawerau Geothermal Field.

Asaleo Care's use of geothermal energy complements the company’s other environmental and social actions and clearly demonstrates their approach to sustainable manufacturing in New Zealand.

Since 2010, Asaleo Care’s Kawerau site has maintained Forest Stewardship Council® (FSC®) Chain of Custody certification and sourced fibre from suppliers who demonstrate best possible practices in responsible forestry. Goods manufactured at the site are FSC Mix certified and more than 70 products proudly bear the Environmental Choice New Zealand label.