

Press release

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SCA launches two innovative IT-based services for cleaner washrooms

SCA with its global hygiene brand Tork strengthens its position in the service industry by offering two new IT-based washroom services: Bloe® washroom service and Tork EasyCube™. The services provide real-time data from washrooms, such as toilet use and refill consumption. The data is easily accessible and interpreted online – either via an office computer or on the field via smartphones and tablets. Cleaning providers will have an instant overview of when and where cleaning is needed, moving from static cleaning schedules to cleaning when needed.

“SCA’s innovation activities are fuelled by an in-depth understanding of the everyday needs of our customers and consumers. Innovations such as Tork EasyCube™ and Bloe® are important for our future success and competitiveness. This also further strengthens our customers’ and consumers’ loyalty and satisfaction”, says Jan Johansson, President and CEO at SCA.

SCA is a leading global hygiene and forest products company that develops and produces sustainable personal care products, tissue and forest products. Innovation and sustainability are deeply embedded in the company’s business model. Bloe® and Tork EasyCube™ are efficient ways of delivering value for customers and consumers through open innovation with external parties or small acquisitions. They will complement SCA’s current portfolio and increase the company’s relevance as a global leading hygiene specialist.

Tork EasyCube™ in summary: An intelligent system developed together with Facility Service companies. Based on real-time data from smart dispensers, Tork EasyCube™ empowers facility managers and their teams to move from static cleaning schedules to cleaning when needed.

Bloe® in summary: A new service solution based on real-time data from connected toilets and urinals with sleek design. It provides end-users with an elevated washroom experience and cleaning providers with insights about visitors and usage. It also includes integrated screens for visual communications towards visitors, and innovative features to automatically facilitate cleaning, control odors and reduce water usage. A unique ventilation system with aromatic oils creates an invigorating fragrance throughout the washroom.

These services will initially be available in selected markets in Europe.

Read more about Tork EasyCube™ and Bloe® here: www.sca-tork.com

For further information, please contact:

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SCA is a leading global hygiene and forest products company. The Group develops and produces sustainable personal care, tissue and forest products. Sales are conducted in about 100 countries under many strong brands, including the leading global brands TENA and Tork, and regional brands, such as Libero, Libresse, Lotus, Nosotras, Saba, Tempo and Vinda. As Europe’s largest private forest owner, SCA places considerable emphasis on sustainable forest management. The Group has about 44,000 employees. Sales in 2013 amounted to approximately SEK 93bn (EUR 10.7bn). SCA was founded in 1929, has its headquarters in Stockholm, Sweden, and is listed on NASDAQ OMX Stockholm. For more information, visit www.sca.com.