



Renova refreshes the concept of hygiene

Renova is the leader on the Portuguese hygiene market, making: paper tissues, napkins, kitchen roll, toilet paper, etc. The Group has always stood out by adapting simple paper products to the body: moist toilet paper, coloured kitchen roll, etc. The result? Today the brand is recognised for its bold, contemporary style and innovations. The latest proof of its creativity is the first black toilet paper, launched in May 2005.

The Torres Novas logistics centre in Portugal.



Founded in Portugal in 1939, Renova has its roots in the paper industry. The Group began to focus on the hygiene market as early as 1958.

Anticipating market needs, Renova products have evolved over the years. In Portugal, the range now includes boxes of tissues, napkins, kitchen rolls and female hygiene products. Since its arrival in France in 2002, Renova has managed to appeal to customers and

management system, which is extremely innovative. For Renova, logistics is a strategic issue: the ratio of volume/paper products value is very high. Furthermore, the arrival of Renova on the French market has increased its geographical coverage and at the same time the complexity of its distribution: long



The company's latest, slightly offbeat advertising campaign...

“For our Group, respecting the environment is a way of guaranteeing sustainable growth and of continuing to develop in line with our philosophy”

consumers with innovative products, such as moist toilet tissue and coloured kitchen roll, and its off-beat communication campaign with the slogan “Le plaisir d’être propre” (“Pleased to be clean”). The latter was such a success that the brand is now present in more than 50% of French stores. And 130,000 consumers are loyal to the brand.

Environment, quality and safety/health

“For our Group, respecting the environment is a way of guaranteeing sustainable growth and of continuing to develop in line with our philosophy,” says Luis Saramago, Marketing Director. This state of mind has led Renova to develop an environmental policy that has been awarded ISO 14001 certification. In 2004, Renova was even the first company in the sector to obtain “Triple Certification”: Environment, Quality and Safety/Health. “Our customers recognise the quality of our service and our flexibility,” adds Luis Saramago. Renova employs 700 people at two plants and the logistics centre at Torres Novas in Portugal, as in sales offices in Lisbon, Madrid, Paris, Brussels and Luxembourg. The Group has made large investments, particularly in terms of production, training and logistics, with the opening of a new warehouse in Torres Novas, which has been operational since April 2005 and is one of the most modern in Europe. The warehouse can store 24,000 pallets (18 metre high), with a directed task

distances and shorter transit times naturally involve distribution surcharges. “To rise to this new challenge, we have handed over the transport and logistics of our products to a logistics operator, the Norbert Dentressangle Group”, explains Luis Saramago. “We have very high service demands and today they are fulfilled. And we are counting on our partner to support us as we develop in Europe, particularly in Belgium and Luxembourg.”



Known for its bold, contemporary style and innovations, Renova launched the first black toilet paper in May 2005.

Norbert Dentressangle impresses Renova

Since 2002, Norbert Dentressangle has been working alongside Renova on the French market. To meet the requirements of its French customers, Renova has entrusted its transport and logistics operations to an expert.

Target: ensuring risk-free development, with a high level of service quality. This includes solutions put forward by the Group: complete trucks, multistop, groupage with cross-docking, etc. This, along with the guarantee of respecting customer constraints:

- split shipments;
- punctuality;
- accurate deliveries.

Results: Renova products are stocked by over 50% of retail outlets in France, and the brand is particularly well represented in the stores of our retail customers. Norbert Dentressangle makes 30 to 60 shipments each month for its partner Renova.