

Consumer  
Goods



# REEL

100% BAMBOO TOILET PAPER

## STORIES OF CHANGE

Inspiring case studies from Positive Members

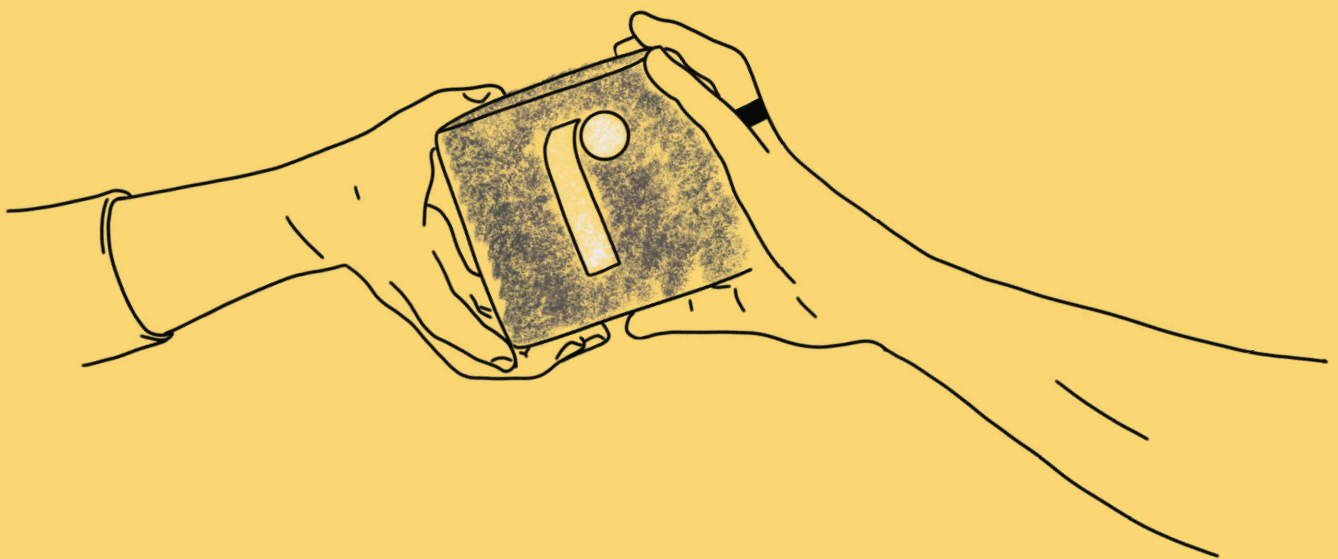


# TREE-FREE 100% BAMBOO PAPER

Positive founding member, Reel is revolutionising toilet paper production, producing the most eco-friendly toilet paper on the market today. The secret: their paper is made from the fastest growing plant on land - bamboo.

The global toilet paper industry wipes out a staggering 27 000 trees each day. Unlike trees, which require replanting after harvesting, bamboo can regrow itself, and can grow as fast as 3 metres in 24 hours. Bamboo absorbs more CO2 and releases 35% more oxygen than trees, and its fibres produce softer paper.

Customers who subscribe to Reel's toilet paper delivery service, are not only helping to tackle greenhouse gas absorption, but are also supporting social change in communities. Reel is partnered with Haiti-based sanitation charity, SOIL, which safely manages and transforms human waste into resources such as fertiliser, providing life-saving sanitation access and protecting vulnerable aquatic ecosystems in the process.



<https://reelpaper.com/>

# MAKE A POSITIVE IMPACT

All the Positive case studies highlight pioneering mission-led businesses committed to the Positive Compass and its values.  
Because how we show up in the NEXT 10 years  
will shape the next 10 000.

You also have an inspiring story and a solution to share?

Apply to join the Positive community unleashing the power of your business to foster a Regenerative Economy.



[makeapositiveimpact.co](https://makeapositiveimpact.co)