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## **Charta Global and APP to Launch New High Value Jumbo Roll Tissue Products at Tissue World Miami 2024**

**Orange, CA, 16 January 2024** – Charta Global, the Exclusive U.S. & Latin America Sales Channel for Asia Pulp & Paper (APP) Group, will introduce its new high-value tissue (HVT) bath and facial products at Tissue World 2024 Miami. Designed for luxury end-use, the latest tissue products offer up to 5-ply options and boast a remarkable 40-45 HF (hand feel) rating. Attendees can experience these innovative products firsthand at booth #G70 from 31st January to 2nd February 2024, at the Miami Beach Convention Center in Miami Florida.

Tissue World 2024 Miami, a leading global event series catered to the tissue industry, will also serve as a platform for Charta Global to showcase its extensive portfolio of high-quality jumbo roll products, including bath tissue, paper towels, facial tissue, carrier, and food wraps, which are all designed for use in both home and away-from-home settings, as well as private label markets.

Available in multiple grams per square metre (GSM) weights, roll widths, cores and ply specifications, the jumbo rolls can be easily converted into a variety of tissue products, helping converters establish and grow an extensive brand portfolio of high-quality offerings. Furthermore, the tissue is manufactured utilizing 100% sustainable virgin pulp, ensuring superior brightness, high-speed runability, industry-leading softness, high absorbency, and easy disintegration for optimal hygiene.

“We are thrilled to be expanding our portfolio to include these new high-value products which are in strong demand,” said Nunggal Raharjo, Global Head, APP JR Tissue Products.

“At APP, we are committed to continuous innovation for developing new products that reflect a dynamic marketplace. We are confident in our ability to service all segments of the jumbo roll tissue market as well as meet the demands of consumers and converters, both today and in the future,” added Raharjo.

### **About APP Group**

[APP Group](#) serves as the holding company for multiple pulp and paper manufacturing as well as forestry entities, catering to the increasing global need for high-quality tissue, packaging, and paper. Our products reach over 150 countries spanning six continents.

Driven by a dedication to sustainability and ethical practices, we prioritize the well-being of our employees, society, and environment. Our approach involves harnessing technological advancements and fostering innovation, collaborating closely with communities, and upholding internationally recognized business and operational standards throughout our production and supply chain.

Aligned with the Environmental, Social, and Governance (ESG) principles, our Sustainability Roadmap Vision 2030 steers our actions toward safeguarding forests, bolstering local communities, preserving biodiversity, and striving for carbon neutrality in all our endeavours.

## About Charta Global

[Charta Global Inc.](#), headquartered in Orange, CA, provides one of the paper industry's most comprehensive product portfolios throughout the US and Latin America. Charta offers an extensive line of plastic-free, compostable paperboard for foodservice and consumer goods food packaging, as well as a full breadth of printing and copy papers, kraft, colored, brief card, wood-free, carbonless, thermal, art, specialty papers and **jumbo roll tissue products**.

Retailers, brands, wholesalers, traders, distributors and merchants rely on Charta's robust and diverse product offering. As the exclusive sales channel of APP Group, Charta Global leverages a state-of-the-art R&D network and leading sustainability practices of one of the world's largest fully integrated pulp and paper manufacturers with more than 20 million metric tons of paper and board manufacturing capacity.

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