



Metsä Tissue Katrin GreenSPA Cover Sheet Product Test

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Summary and conclusions, 1.

- The new GreenSPA cover sheet has good opportunities on the Finnish market.
- GreenSPA cover sheet had a good balance between rational and emotional features:
 - rationally it is easy to use, durable, strong, thick, sturdy, waterproof, size is suitable and it doesn't integrate or get stuck on skin / butt
 - emotionally it is soft, comfortable, protective (it takes care and protects against bacteria and heat), it looks fresh, nice and modern
- GreenSPA cover sheet is environmentally friendly, ecological and supports sustainability
- Brand name GreenSPA fits well with the new cover sheet and gives an ecological image to the product and SPA using it
- Both B-to-B-customers and end-customers showed clear interest towards GreenSPA cover sheet.



Summary and conclusions, 2.

- GreenSPA's impact on Katrin brand is positive, modern and ecological
- Swan label is well respected and an asset
 - it gives to GreenSPA cover sheet an ecological image and it is very important especially with Finnish products
 - it supports SPA's ecological and Finnish imago





Purpose, method and target group of the survey

Purpose of the study is to find out:

- The strengths and development areas of new innovation GreenSPA cover sheet
- Comparison of GreenSPA cover sheet's functionality to conventional products like laminated Pefletti cover sheet
- Brand awareness of cover sheets

Target group:

- Staff working at SPA
- SPA customers / end users of cover sheets

Method:

- a) personal semi-structured interviews among SPA staff: SPA Manager/responsible of buying cover sheets and the responsible of cleaning the SPA
- b) 20 personal semi-structured interviews with the end users after visiting the SPA
- c) 100 personal on-site structured interviews of end users after visiting the SPA and testing both the new and the conventional cover sheets



Process of survey

- a) SPA Manager at FlamingoSPA, 13 of May
responsible of cleaning the SPA, City Puhdistus, May 21
- b) 20 personal semi-structured interviews with the end users after
visiting FlamingoSPA, May 26
- c) 100 personal on-site structured interviews of end users after
visiting the FlamingoSPA and testing both the new and the
conventional cover sheets,
June 6, June 11 and June 13.





Content of the survey – SPA stuff

- The opinions and attitudes of staff working (end customer/BtoB) at the Spa
 - Brand awareness of cover sheets
 - Katrin brand's spontaneous image
 - The image of Katrin and Metsä Tissue as a product and service provider
- Usage of cover sheets
 - The functionality of the new product (GreenSPA cover): strengths and development areas
 - Comparing GreenSPA cover's functionality to conventional products like Pefletti (laminated with plastic): protection, durability, "butt-feel" hygiene
 - The environmental friendliness (no plastic) of the new product (GreenSPA cover): what does it mean, how do the customers notice the different cover sheets, how well can a bio-trash function
 - Swan label requirement fulfilled – the meaning of Swan label: what does the label give to a product and producer, how important it is with cover sheets, how important it is to end customer
 - The (positive) effect of GreenSPA cover on Katrin image
 - Possible similarities and differences compared sheet to roll – positive and negative sides
 - How interested is the SPA to get environmentally friendly cover sheets /rolls to this SPA, what does it give to SPA (end customer)
- Backgrounds: gender, age, occupation, how long they have had this job.



Content of the survey – end users

- The opinions and attitudes of SPA customers (end user/BtoC) using the GreenSPA cover sheet and/or roll
- Usage of cover sheets
 - The functionality of the product: spontaneous reactions and questions about following features: protection, durability, “butt-feel” hygiene
 - Strengths and development areas
 - Did they notice that it was waterproof
 - Usually used cover sheet compared to GreenSPA sheets: similarities and difference, GreenSPA’s strengths and development areas
- The environmental issue
 - The environmental friendliness (no plastic) of the product: what does it mean, how do you notice it
 - Swan label requirement fulfilled – the meaning of Swan label: what does the label give to a product, how important it is with cover sheets
 - How interested are they in environmentally friendly products in general
 - Use of feedback and suggestions to develop the product (for further product development and marketing & sales argumentation)
 - How would they tell about GreenSPA cover to a friend
 - The (positive) effect of GreenSPA cover on Katrin image
 - The positive effect for a SPA using environmentally friendly cover sheets
- Backgrounds: gender, age, occupation, phase of life, number of children under 18 years and place of living.

a) 2 SPA staff semi-structured interviews

FlamingoSPA manager





Facts about FlamingoSPA

- They had 300 000 visitors in 2009 (opened in September 2008)
- The estimate for 2010 is around 320 000 visitors
- The goal is to have around 350 000 in 2012
- 65 employees
- Finnish family-owned business
- Cleaning is out-sourced to City Puhdistus (Cleaning) Oy

- The weekends are the busiest days, 60% Friday-Sunday
- The end-customers have not really commented cover sheet / rolls
- The clients are 95% Finnish, maybe 5% Russian
- The Russian holidays bring a lot of Russian customers

- Flamingo SPA is at Jumbo, Vantaa: there is a hotel, restaurants, night club and a huge shopping center etc.
- *We are still a new place, that's one of our points in marketing*





Katrin as a brand, purchasing – SPA manager

Katrin the only cover sheet brand remembered

- *Actually I only know Katrin brand when talking of cover sheets*

Katrin Brand spontaneous image is good, professional

- *Professional staff working for Katrin - easy to work with*
- *good service, nothing to complain about the products*
- Purchase process – the former manager was responsible of it
- The most important features when choosing/purchasing products
 - Easy products to use, our cleaning company uses them mostly
 - Clear products - Same brands and products all over
 - Good price /quality –relation
 - The processing of trash, how much, how heavy, were the trash cans should be placed
 - The purchasing process varies in different product groups
 - The manager is responsible of all other purchasing except the technical equipment of the SPA



Sheet or Roll - SPA manager

FlamingoSPA only uses rolls as the amount used is high, women are a bigger user group

- *With our amounts used it's the only solution*
- *We tried sheet for a little while but it didn't work*
- *We have chosen this product type because it comes in rolls*
- *Women use a bit more than men – mothers take care of the children more often in our SPA*
- *Our water park guests use cover sheet from roll, the SPA guests are given a towel at the cashier*
- *We have noticed that small commercial saunas use cover sheets, most SPAs and water parks use rolls*
- *Personally I use fabric ones as I try to be as green as possible*





First impression of GreenSPA Cover Sheet – SPA manager

First impression of the new GreenSPA Cover Sheet Innovation is environmentally friendly, suits well for FlamingoSPA

- *Environmentally friendly is my first impression as in our quality criteria*
- *Environmentally friendly methods of cleaning and circulating water etc. are of great importance for our SPA*
- *The whole Flamingo building has decided to sort waste so I got interested in this GreenSPA Cover Sheet immediately*
- *We work on environmental issues daily*

First impression of the new GreenSPA Cover Sheet (touching) is positive, fresh and modern, color is nice

- *No big difference to the current one*
- *I guess they just left the plastic away*
- *Looks fresh and nice, some ecological products look “clumsy”*
- *Can you buy it as roll?*
- *No negative comments – only positive*
- *The green color is nice, the texture feels fresh*





First impression of GreenSPA Cover Sheet, 2. – SPA manager

First impression of the new GreenSPA Cover Sheet (touching) gives the image of durable, non-plastic, ecological cover, very interesting

- *It seems durable, that's an important feature*
- *There is no plastic feeling, the plastic makes it get stuck on the skin*
- *This seems nice on both sides*
- *Does Katrin give any advice on which side one should sit?*
- *The size is big enough*
- *The biggest difference to the current one is the look*
- *I doubt that people think that much of covers but if we could tell that they are biodegradable, the impact would be positive*
- *People are ecologically conscious today*
- *It should be clearly told in Finnish, English and Russian*
- *If users like it and it is biodegradable, it's a marvelous product*
- *We are seeking for products for our environmental program, this could be an important part as they are used in enormous amounts*



Hygiene issues at FlamingoSPA – SPA manager

The hygiene issues in a SPA are crucial, they are working hard on clean image

- *It is a number one issue*
- *It has to look clean and the staff has to know it is clean*
- *We pay a lot of attention to cleaning*
- *We give our clients the cover sheets, we offer them soaps etc.*
- *We believe that our customers feel that the covers protect them from bacteria; for us it's a way to keep the place clean*
- *Actually the wooden bench and a hot sauna are not a very favorable base for bacteria,*
- *The wooden benches are demanding to keep clean*
- *We take test regularly*
- *We changed the cleaning company for some months ago, I guess our standards were too high for the company before*
- *The end-customers never give feedback of the covers, I believe they accept the disposable cover sheets in a SPA*



GreenSPA as brand / name – SPA manager

GreenSPA as brand / name is environmental, SPA-ending can be demanding

- *Suits us fine as we are a SPA*
- *It clearly tells that it is environmental*
- *The ending SPA can be a bit demanding, people have difficulties when they come to our Flamingo-S-P-A, the word SPA is strange for some Finns*
- *It should be clearly marked that it is biodegradable*

Katrin GreenSPA and FlamingoSPA could go together well

- *It would be a clear asset to have GreenSPA cover sheet for clients*





Swan label; GreenSPA's impact on Katrin – SPA manager

Swan label is well respected and an asset which should be shown

- *It is absolutely worth to tell about the product's the Swan label*
- *As we buy big amounts it can be difficult to find Swan label product*
- *If there is a product with Swan label and the price difference is moderate, we choose the Swan label*

GreenSPA's impact on Katrin brand is positive, modern, ecological

- *It tells clearly that Katrin cares about the environment, modern thinking*
- *Green thinking is included in many product series today*
- *Our clients are interested f.ex. how much energy we use*
- *They haven't really asked about our amount of waste but that day might soon come*



City Puhdistus Oy – cleaning
company at FlamingoSPA,
two cleaning managers
interviewed (at the same time)





Katrin as a brand, sheet or rolls – City Cleaning

- Katrin is the first brand they mentioned when talking of cover sheets

First impression of Katrin includes

- Hand towels and toilet paper
- It has a bit higher quality
- It's not the cheapest, the quality is good
- *We clean at many places, 4 has cover sheets, 3 Katrin and one Serla , both rolls and sheets*

The differences when using sheets and rolls comes with the size of cleaning destination

- *It depends on the places,*
- *F.ex. At Flamingo SPA and gyms the roll is the best.*
- *In company BtoB-saunas the sheets are preferred.*
- *Some swimming halls sell covers for some 10-20 cents, it's stupid because then people use their swimming suits as cover.*
- *Cover sheets could protect both the person and the bench, add hygiene.*



Current cover sheets, sorting waste - City Cleaning

- They use covers personally and wouldn't give a Serla to a guest because it's thinner, all current cover sheet get stuck on butt
- They think of environmental issues when using cover sheets
- Many of the places where they clean are sorting trash / waste (energy, paper, bio, batteries, glass, lamps, sharp items, etc.)
- *Only the Staff is sorting waste, not the end users*





First impression of GreenSPA cover sheet - City Cleaning

- First impression of the new cover sheet is paper, rough, not as plastic as current ones, not as sweaty
 - *Paper feeling, a bit rough, will it get stuck on the butt?*
 - *There is no plastic, I don't think it does*
 - *There can be some plastic (No, there isn't) – oh, isn't there*
 - *If you take a shower between the sauna will it get all slimy if you leave it on the bench for a while?*
 - *One thinks the roughness is ok, other thinks it's too rough. And a sleek paper would maybe get stuck on butt*
 - *It seems that it isn't as sweaty as the current one*
- The print and color are fine, they should be discreet and calm, the green color gives a feeling of environmentally friendly product
- The cover should be broader in a roll, the sheet shown is a bit too small now
- The GreenSPA –name is clear, modern and ecological
 - *Good, fresh name*
 - *Clear*
 - *Ecological and modern*



GreenSPA cover sheet when cleaning - City Cleaning

Cleaning issues together the GreenSPA; the weight, how it will pile up in a trash can, will customers find the bio-trash

- *I wonder if the trash bags are heavier than with the current ones*
- *There is no plastic which prevents the water to soak in*
- *The positive side could be as these new ones don't stay on the top, they go easier on the bottom*
- *Clients use dressing room trash cans for empty shampoo bottles and other trash.*
- They felt that the end-customers are able to put them in a bio-trash
- Some end-customers can think that the new one has plastic in it
- Current trash cans could be changed to bio-trash-cans.
- End-customers seem to think that the trash cans near sauna are only for cover sheet so they could be changed to bio-trashes. Big sign are necessary. And clear bio-trash-bags instead of plastic bags.
- The trash cans for GreenSPA covers should be right by the sauna door
- In representative / small business saunas sorting of waste might not (people are not always sober there)





GreenSPA cover sheet image on SPA and Katrin - City Cleaning

- If a SPA uses GreenSPA cover sheet, the image is positive and ecological
 - *Yes, it will impact on their environmental image positively*
 - *As a cleaning service provider we are constantly looking for ecological products*
- GreenSPA's impact to Katrin brand, it should be Katrin GreenSPA, then it's good
- The cleaning company buys cover sheet to some clients/destinations, we also buy toilet paper, hand towels, paper towels, soaps,
- *The client / destination should inform if they prefer soft paper or good price – we do as they say*
- *We use a "broad" user of Katrin products*
- *We are happy with our Katrin contact person Mika, he could come by more often ☺*





Swan label - City Cleaning

- The Swan label – environmentally friendly, positive
 - *We have some clients who have Swan label, they have this Green office –policy and there everything has to be ecological*
 - *As a cleaning service provider we are constantly looking for ecological products*
- Sometimes clients give feedback of cover sheets if they break in use
- One service provider changed to a cheaper and thinner one, no complaints from end-users
- Women use clearly more cover sheets than men
- Today men take their children to the sauna more often, then they take cover sheets for the children but not always for themselves
- The destinations are cleaned 24/7
- They changed to rolls at SPA, it's easy
- *This seems like an interesting product, it's very likely that we will discuss this product with FlamingoSPA*

b) 20 semi-structured
interviews



Background information of respondents





Backgrounds, 1.

- Gender and age
 - Female (37, 41, 50, 52, 22, 22, 28, 35, 33, 32, 31)
 - Male (33, 31, 38, 52, 33, 30, 38, 37, 50)
- Occupation
 - marketing
 - service adviser
 - social worker
 - sales manager
 - engineer (paper, electricity, logistics) (n=4)
 - teacher
 - IT-manager
 - biology major
 - student (Technology) (n=2)
 - office worker (n=2)
 - project director
 - house builder
 - product manager
 - specialist



Backgrounds, 2.

- Phase of life
 - Married (living together) with children (n=10)
 - two adults, no children (n=6)
 - single (n=4)
- Number of children under 18 years
 - two (n=6)
 - one (n=4)
- Place of living
 - Espoo (Great Helsinki Area) (n=6)
 - Vantaa (Great Helsinki Area) (n=8)
 - Helsinki (Great Helsinki Area) (n=4)
 - Tuusula, Jokela
 - Vancouver, Canada



Results





GreenSPA: spontaneous reactions and associations, 1.

1. What kind of thoughts does the GreenSPA cover arouse? Why?

Respondents spontaneously mentioned:

- It feels soft, comfortable, nice and dry
 - *Fine, it feels nice and soft.*
 - *it feels good, softer material, only a bit plastic*
 - *The new one was drier and softer*
 - *the sleek side comfortable against your butt*
- It doesn't get stuck on your skin/butt
 - *it functions well under your butt, the current "roll" system gets stuck on your butt*
- It is strong and durable
 - *it is very durable*
 - *it is stronger than more durable the current roll system*





GreenSPA: spontaneous reactions and associations, 2.

- Ecological, there is no plastic
- Waterproof
- It is better than the current one in general
 - *it is good, better than the current ones*
 - *it is not as slippery as the current one*
 - *it is good, I am satisfied*
- Protection and hygiene
 - *the current plastic one feels not so hygienic, all bacteria get warm in the sauna*
- Sturdy
 - *It stays straight, it didn't start to disintegrate (the current one starts)*





GreenSPA: spontaneous reactions and associations, 3.

- Benches didn't feel hot
- Price
 - *First we used the current one, I hope the new one isn't too expensive*
- Some very praising comments:
 - *Just fine, kind of paper cover, usually I use a linen one. The new one is a lot nicer than the plastic one, it stays on the bench a lot better, the current is too floppy as wet. The new one didn't get stuck on my butt, it was easier to take it off the bench.*
 - *Splendid innovation, environmental, no problem-trash. It was very different from current one, better.*





The functionality of GreenSPA, 1.

2. How would you describe the functionality of the new product?
- It is easy to use
 - *It functions very well*
 - *it is easy to open and use*
 - *functions well, no problem in using*
 - Durable
 - *it didn't break, I only used it once, durable*
 - *It was very durable, didn't break, I used it many times in steam sauna*
 - *it doesn't have to be durable for more than one use*
 - It didn't get stuck on butt
 - *I could have used it a second time, it didn't get stuck on butt*



The functionality of GreenSPA, 2.

- Size and absorption
 - *it covered more than the current one*
 - *It keeps you covered and absorbs the sweat.*
- Unnoticeable
 - *positive, didn't even notice that I was sitting on a cover sheet*
- Not durable
 - *it ripped a bit easier than the conventional one*





The strengths and development areas of GreenSPA, 1.

3. What are the strengths and development areas of the new product?
- Ecological, environmental friendly, durable
 - *durable and environmentally friendly*
 - *I have good conscience when using this environmental product compared to the current, plastic one*
 - *Biodegradable*
 - Color
 - *nice, natural colors*
 - *the color is trustworthy, like in hospital*
 - *it could be different color, red or natural color*
 - *I start to think of hospital with these colors, it could be of wooden color that reminds of sauna bench*





The strengths and development areas of GreenSPA, 2.

- *It wasn't plastic, thicker, better than the roll*
- *I didn't know which side is right but it doesn't matter*
- No need to develop it, it's fine (n=3)
 - *I only used it once and it felt fine. No development areas mentioned.*
- Don't know





Spontaneous reactions and associations to name GreenSPA, 1.

4. Spontaneous reactions and associations to name GreenSPA? How much do you like the name? What if the name was Katrin GreenSPA?
- The name GreenSPA fits well with the new cover sheet and gives an ecological image to the product.
 - *It tells that it is environmentally friendly. I'd like to buy of these to our lake house, to guests*
 - *Wonderful with environmental innovations like this*
 - *I understood immediately that it is environmentally friendly*
 - *it fits well with SPA, it is ecological, fresh, natural*
 - *it gives an ecological feeling for SPA*
 - *I start to think of SPA*
 - *The texture was nice. It doesn't leave a print on you ∅.*
 - *it is ok, suits well (n=4)*
 - There was only one respondents who hesitated
 - *Has to be something close to pefletti. Green=natural, is SPA something too luxurious*



Knowledge of other cover sheet brands, 1.

5. What cover sheet brands do you know at least by name?
- Some cover sheet brands were remembered
 - *Lotus on boards*
 - *Katrin in hospitals*
 - *In stores in green packages, "Sauna" or "Saunaset"*
 - *Saunaset, Oliivia 6 pack*
 - *"Pefletti"*
 - Majority of respondents didn't remember any brands
 - *None. (n=14)*
 - *None, I have always taken and ripped from roll, and they are wrinkled and it is piled*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 1.

6. What are the differences and similarities between GreenSPA and conventional product? Do you see / feel a difference between the existing and the GreenSPA cover sheet?
- Spontaneously: strong, durable, comfortable and it doesn't get stuck on butt
 - *GreenSPA is more durable and stronger*
 - *More comfortable*
 - *It doesn't get stuck on your butt*
 - *The conventional makes scratchy sounds and it's slippery*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 2.

- Aided was asked about
- Protection and hygiene – every respondent found GreenSPA protective and hygienic, and it also protects against heat
 - *Yes, it could protect me. (n=5)*
 - *it is waterproof, it stays dry (n=2)*
 - *it stays dry and protects well against bacteria*
 - *it is hygiene*
 - *the hygiene is very important away from home*
 - *it is comfortable against your butt*
 - *it keeps bacteria away, it protects well, it is ok*
 - *Yes, it protects both the bench and myself, it's hygienic*
 - *If they are available, I use them*
 - *Didn't get stuck on me or the bench*
 - *benches are hot, protects against heat*
 - *Just fine*



Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 3.

- Durability – GreenSPA is durable, sturdy and waterproof
 - *it is more durable (n=2)*
 - *Wet strength is good (märkälujuus)*
 - *it didn't start to disintegrate*
 - *It stays straight, it didn't start to disintegrate – the current ones are thinner, even they have plastic*
 - *I only used it once, it's durable*
 - *If it's ok after second use, it's enough*
 - *I it doesn't' give an image of a disposable product, it is not wet and sweaty*
 - *I didn't try many times, it doesn't have to be very durable (n=2)*
 - *Go quite seldom to sauna. Only one.*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 4.

- “Butt-feel” hygiene / Comfort: GreenSPA is comfortable, soft, it doesn’t integrate, it doesn’t stuck on to butt, it is not sweaty
 - *Soft and comfortable (n=3)*
 - *Comfortable*
 - *It feels stronger, soft, not sweaty (n=2)*
 - *The rough side feels nice*
 - *It doesn’t integrate*
 - *It is sleek, it doesn’t integrate*
 - *Positive that it didn’t get stuck on my butt, I don’t need to check if something stayed on the butt when I got up from the bench ∅*
 - *As close to fabric as possible*
 - *Better than the plastic one*
 - *It’s not sweaty at all*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 5.

- The majority of respondents said that GreenSPA is easy to use
 - *No problem &*
 - *easy to use, ok*
 - *it was easy to open and easy to use*
 - *a lot better than the current one*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 6.

- The appearance of GreenSPA is fine, fresh, hygienic, neutral
 - *It's fine. (n=4)*
 - *Fresh*
 - *Tells that it is ecological*
 - *Green color suits well, it is different from the current sheet covers*
 - *Neutral and pleasant, no eye catching – could be a bit more colorful*
- One respondent found the colors too hygienic
 - *It refers to hospital, there could be flowers among other things*
- The appearance is not that important, but..
 - *It's the same, I don't pay any attention*
 - *The sleek side against butt*
 - *The roll is irritating, the slimy roll is shiny, the sheet is more personal*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 7.

- Size of GreenSPA is convenient
 - *Ok. (n=13)*
 - *different sizes are difficult to distinguish (n=2)*
 - *nice*
 - *the size is good, bigger than from roll*
 - *It's more common in roll, the sheet is a bit better*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 8.

- Sheet or roll
- Sheet was preferred more often than roll
 - *sheet is easy to open and set up, and easier than to rip it from roll*
 - *the roll is a bit difficult to rip off, it should be easier*
 - *there should be a “box” where you could get only one cover sheet at time, not a big pile*
 - *the roll is not as good as the sheet*
- Roll is more convenient than sheet
 - *roll is more convenient, and more lasting, and sheet doesn't work with children*
 - *roll is more convenient*
 - *roll is easier, it is handy and cleaner*
 - *roll is easier, you only get one cover sheet at the time. From sheet box you might get several as a mistake.*
- One respondents thought that it depends on the place
 - *sheet is more convenient in smaller public places, but roll is more convenient in bigger places like SPAs and swimming halls*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 9.

- The environmental friendliness (no plastic) features of the GreenSPA was found very important and preferred
 - *very important (n=7)*
 - *it is very important, much more environmentally friendly than the current cover sheet from roll*
 - *it is a big trend and will have an important role in everything*
 - *it is a very important thing*
 - *it is very important, cellulose is a renewable raw material, it can recycled*
 - *it is very important in every products*
 - *recycling is a big trend*
 - *it's important, when you think of all the plastic*
 - *very nice, especially when so many covers are used*
 - *Love it.*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 10.

- SPA using (offering its customers) GreenSPA covers is environmental friendly and supports sustainability
 - *it cares about the environment, has a big impact on SPA's image (n=4)*
 - *it tells about SPA who takes care of environmental issues (n=3)*
 - *it tells about ecological SPA (n=2)*
 - *it is important for both SPA and end customers (n=2)*
 - *Smaller carbine footprint.*
 - *it is very important to use environmental friendly products, both sheet covers, soaps and detergents*
 - *it tells, that also small things have a big importance*
 - *it feels good*
 - *feels fine, a lot more class than the usual one*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 11.

- The unique features of GreenSPA are environmental friendliness, comfort, durability and sturdy
 - *Have mentioned before.*
 - *likes more sheets than from roll*
 - *ecological*
 - *environmental friendliness*
 - *more comfortable, more durable, more steady, more ecological*
- GreenSPA is waterproof and it stays dry
 - *Yes, it didn't start to disintegrate. (like a Kleenex would do) (n=2)*
 - *yes, it didn't start to get wet)n=2)*
 - *yes, it stays dry, it doesn't get stuck on your butt (n=2)*
 - *yes, it was a positive surprise*
 - *Yes, ok (n=3)*
 - *no, I didn't notice, but it functioned (n=3)*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 12.

- How would you tell about GreenSPA cover to a friend – it is ecological, it doesn't disintegrate, comfortable, natural, higher quality, waterproof and it is not from roll
 - *it is not from roll, it doesn't disintegrate, it keeps your but dry*
 - *ecological, waterproof, no plastic*
 - *it functions well, ecological*
 - *it is environmentally healthy, the quality is better than with current products*
 - *if I had to compare, I would buy this one. I don't like plastic*
 - *It was pretty good, if there are any covers it's irritating*
 - *it environmentally friendly, better than the roll*
 - *ecological, nice, we got to know this new environmental cover sheet*
 - *it's natural*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 13.

- Positive effects of GreenSPA cover sheet on Katrin image – more environmental friendly, ecological
 - *Katrin has an industrial “roll-wc-paper” feeling – GreenSPA’s image feels better and is environmental friendly*
 - *it tells that Katrin is ecological and environmentally responsible (n=2)*
 - *it develops Katrin brand’s environmentally health imago*
 - *Of course it’s positive, if nothing negative comes up*
 - *It provides different products for official places, good quality*





Comparing GreenSPA cover sheet and its functionality to conventional products like Pefletti (laminated with plastic), 14.

- The bio-trash beside the sauna is a good place
 - *fine, there should be a sign : "Used BIO-cover sheets here" right by the sauna (n=4)*
 - *in washing room, clean trashes with covers*
 - *fresh and white with the same style as GreenSPA*
 - *it can function well*
 - *close to place where the cover sheets are used*
 - *ok (n=2)*
 - *the trash can is the most important, big sign (BIOTRASH), first step to recycling*
 - *if it is missing, you notice. It would be positive to put the cover in a bio-trash after use.*
 - *it depends how it will be organized. Right by the sauna is the most effective.*





Swan label requirement fulfilled – the meaning of Swan label. 1

- Swan label gives to a cover sheet product an ecological image and it is very important especially for Finnish products
 - *it is important, ecological, and biodegradable (n=3)*
 - *ecological, Finnish, important (n=4)*
 - *a Finnish product (n=4)*
 - *it is important, if the product is Finnish*
 - *it is not necessary, maybe if it is a Finnish product*
 - *Just fine, ok.*
 - *It is a commercial thing, costs a lot, all small companies cannot afford it*





Swan label requirement fulfilled – the meaning of Swan label. 1

- The Swan label supports a SPA's Finnish imago
 - *it is not that important for hygiene products, but I like that Finnish companies use Finnish products*
 - *it is important for us when we are choosing SPA (n=2)*
 - *it is a Finnish SPA, owned by Finnish people*
 - *it is not necessary, I have never thought about it*
 - *environmental SPA, thinks ecologically, the SPAs are usually not environmentally friendly*





How interesting / important are environmentally friendly products are in general

- Environmentally friendly products are important
 - *Quite important, we are living in detached house, when it is possible to choose an environmental product we choose*
 - *They mean a lot.*
 - *I automatically look, what I purchase and we sort and recycle trash*
 - *I have been in Steiner school, I recycle everything which can be recycled, I try to remember the environmental friendliness with everything I do*
 - *We think it a bit, we recycle household waste*
 - *It is quite important*
 - *Important, if the price difference isn't big. I prefer ecological food*
 - *Important, if the price difference isn't big. We buy ecological detergents and toilet paper*
 - *Always when I notice that there is an environmental product, I choose it*





Positive effects for a SPA using environmentally friendly cover sheets

- Positive effects for a SPA using environmentally friendly cover sheets is an added value and a benefit
 - *They show that they care.*
 - *ok*
 - *it is an added value*
 - *it is a benefit*
 - *it is an important issue today*
 - *the SPA is taking care on environmental issues*





Cover sheets used at home and away from home

- Cover sheets are used at home and away from home almost by everyone:
 - *We use linen cover sheets at home, and we offer them also to our guests*
 - *I use textile cover sheets at home and in swimming halls (n=3)*
 - *linen cover sheets (n=2)*
 - *we use towels*
 - *Sometimes*
 - *Linen covers at home, inherited from my grandmother*
 - *Yes, when we have guests at home or at our lake house*
 - *I don't have a sauna at home.*
 - *never (n=2)*





Using disposable products in public places more than at home

- Majority of respondents use disposable products in public places more than at home
 - *yes for hygiene reasons, and at home for guests (n=2)*
 - *yes I do, and it is important that covers can be recycled, they protect against bacteria and microbes*
 - *yes, lot of bacteria*
 - *yes, they protect against bacteria*
 - *we don't use cover sheet at home, but in SPAs because there are lot of people*
 - *ok, if you forgot to take your own with you, that you use some cover*
 - *Yes (n=3)*
 - *Yes, they are ok (n=2)*
 - *It would be nice to have them in swimming halls as well*
 - *I don't go to saunas (I'm from Vancouver)*



Attitudes about environmental responsibility and health issues

- End users have positive attitudes about environmental responsibility and health issues
 - *They are important to me.*
 - *especially mothers, she studies all food ingredients and origin*
 - *I think both environmental and health*
 - *we often think about healthy issues*
 - *both are important*
 - *I read all package and product information, I always look the ingredients*



c) 100 structured interviews

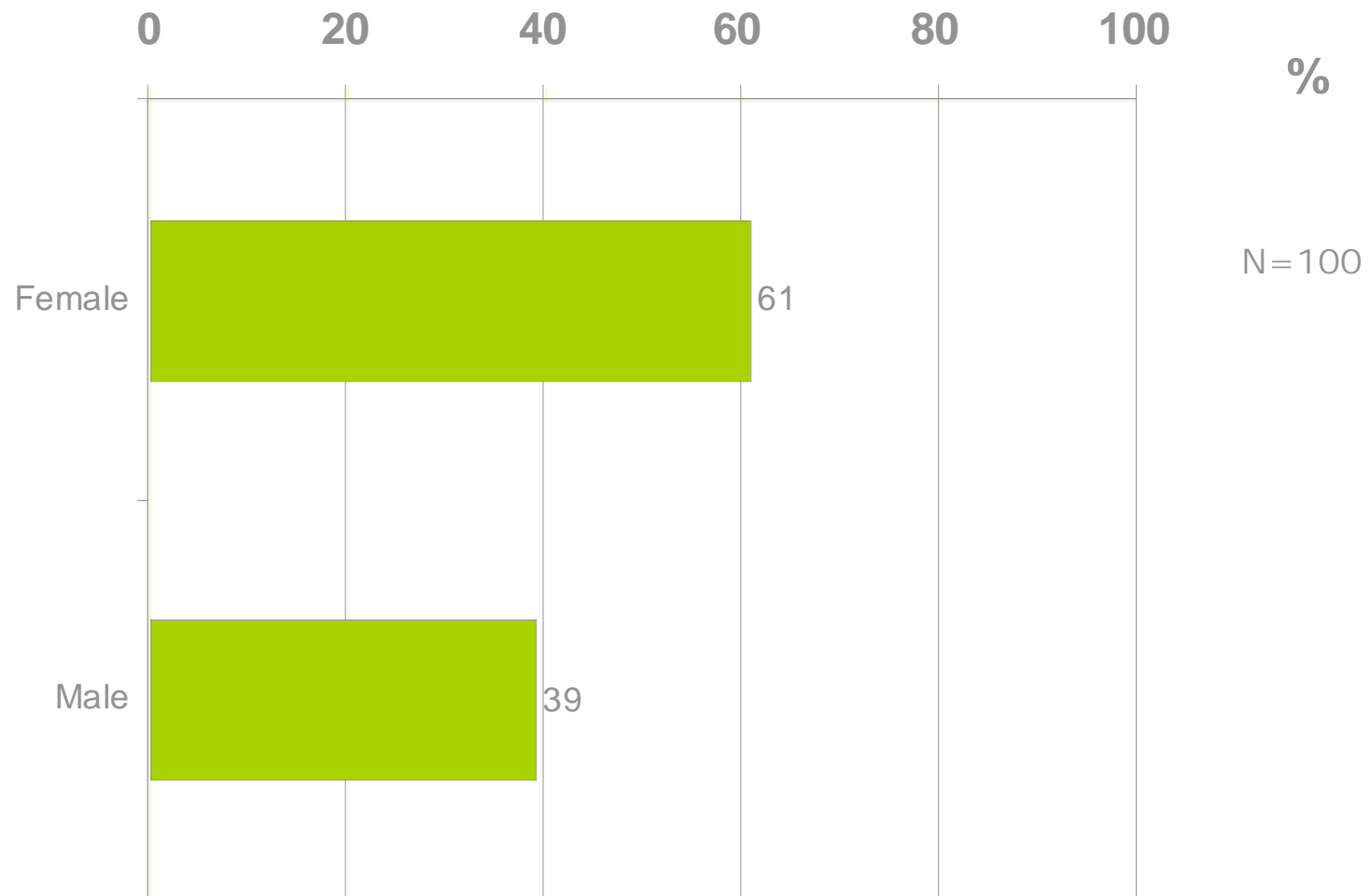


c) Background information of respondents – 100 interviews



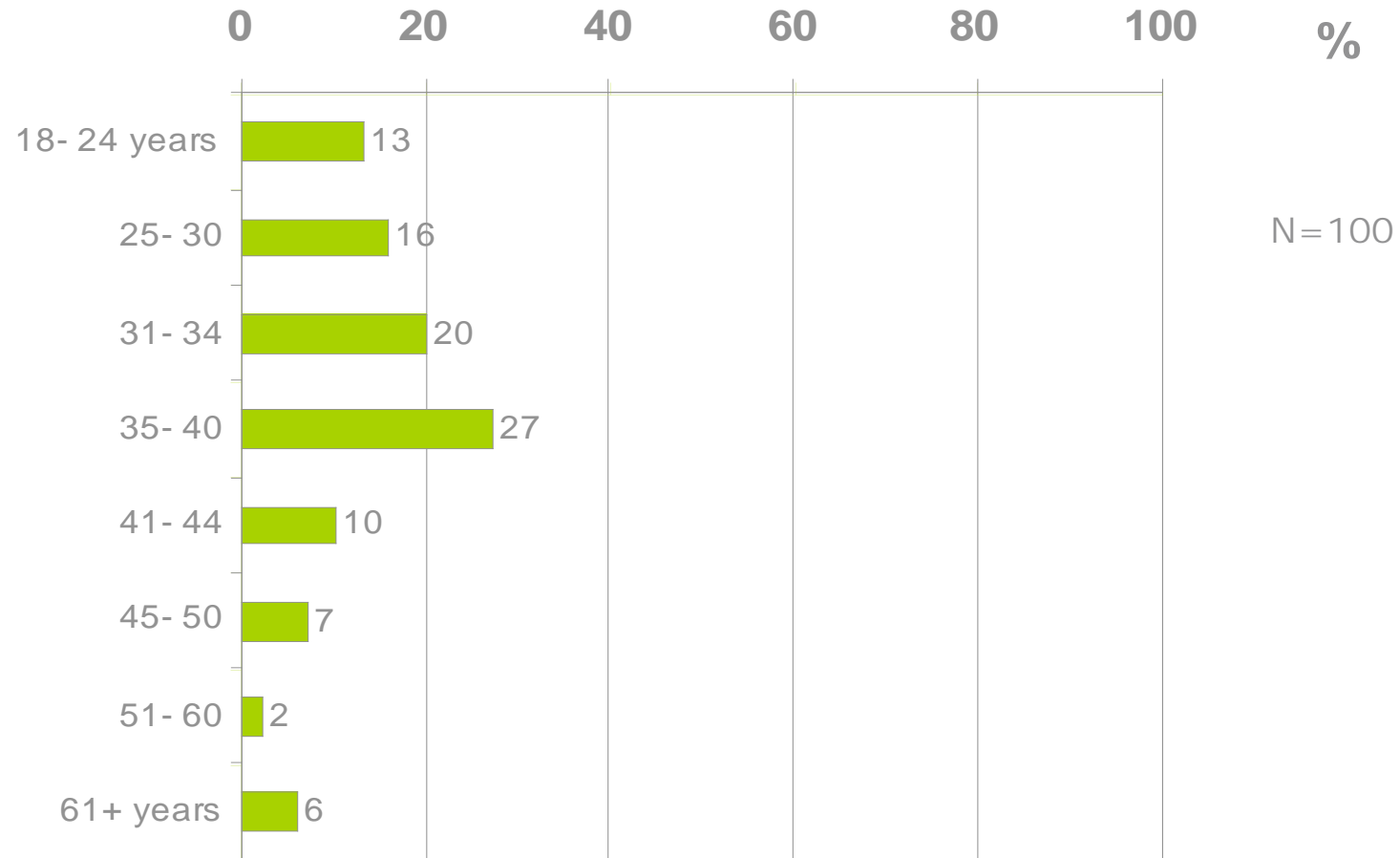


Gender



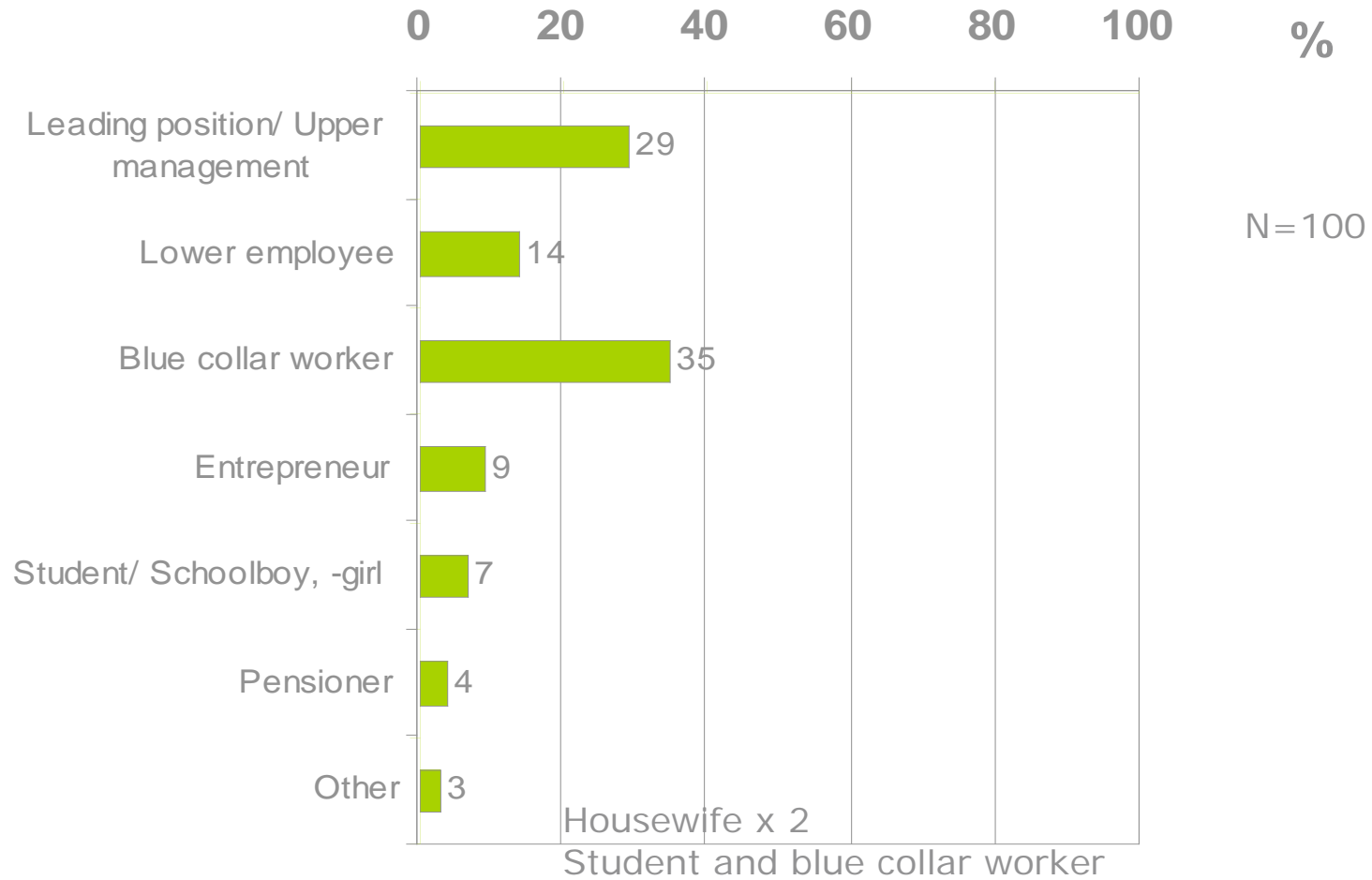


Age group



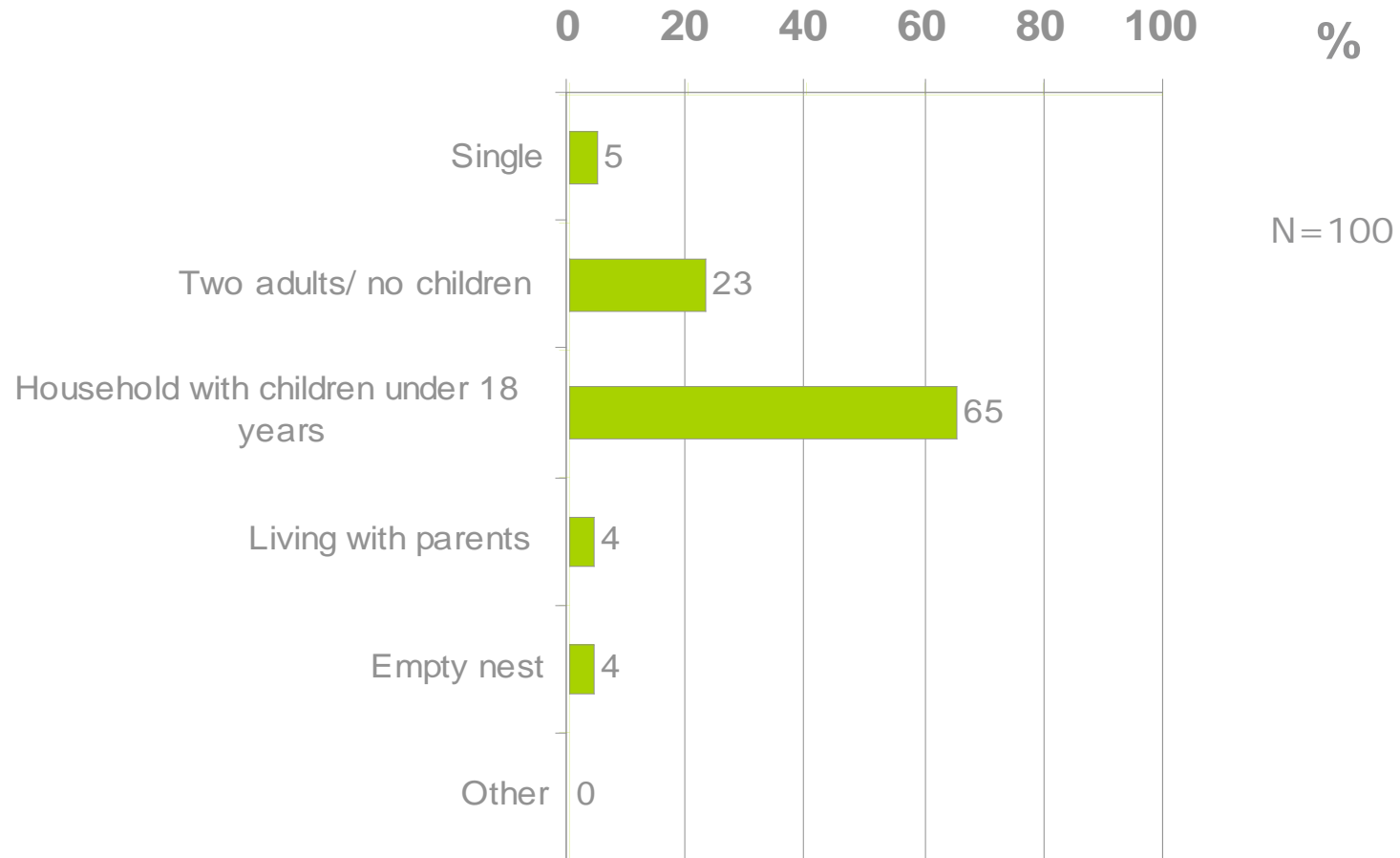


Occupation



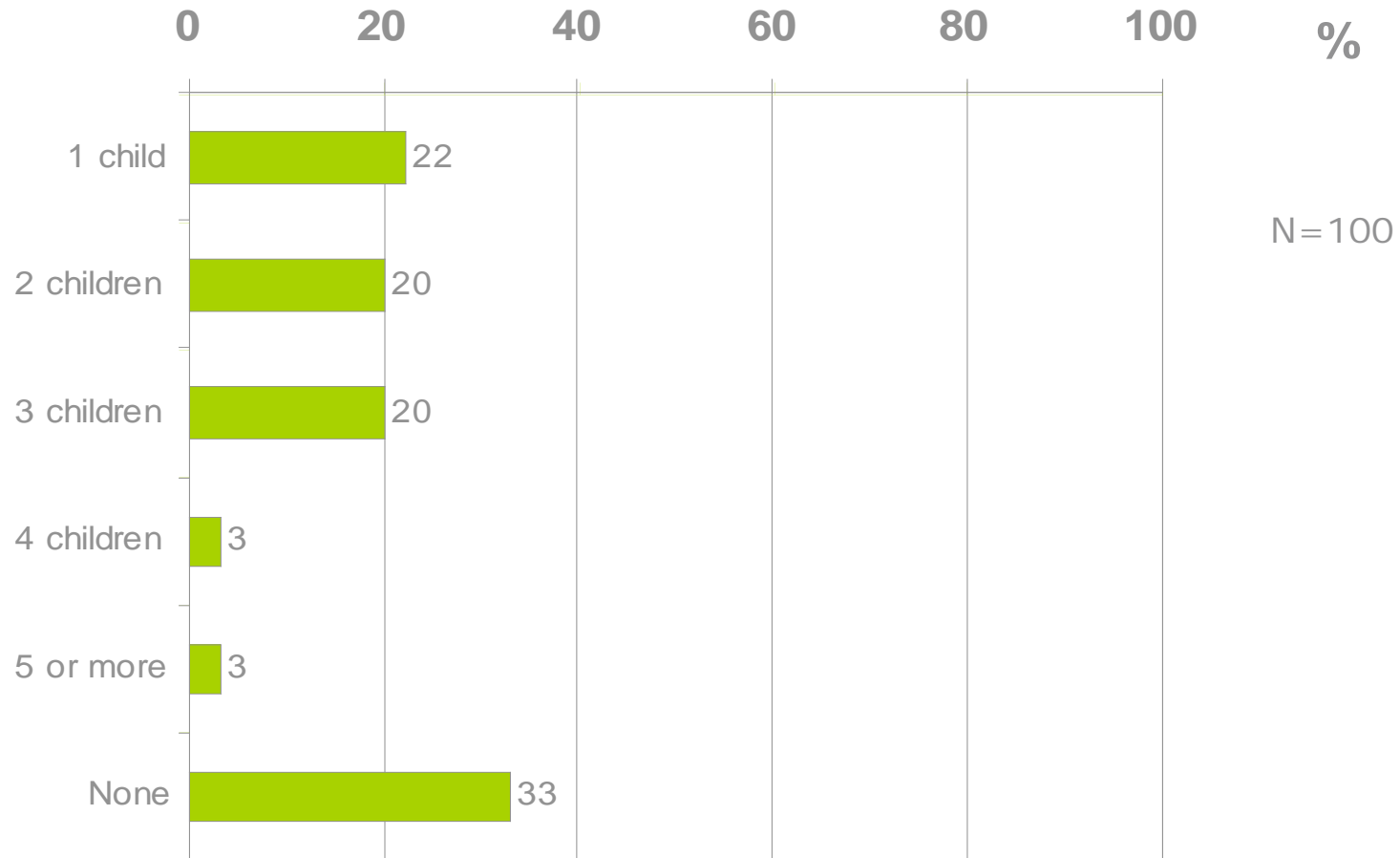


Phase of life



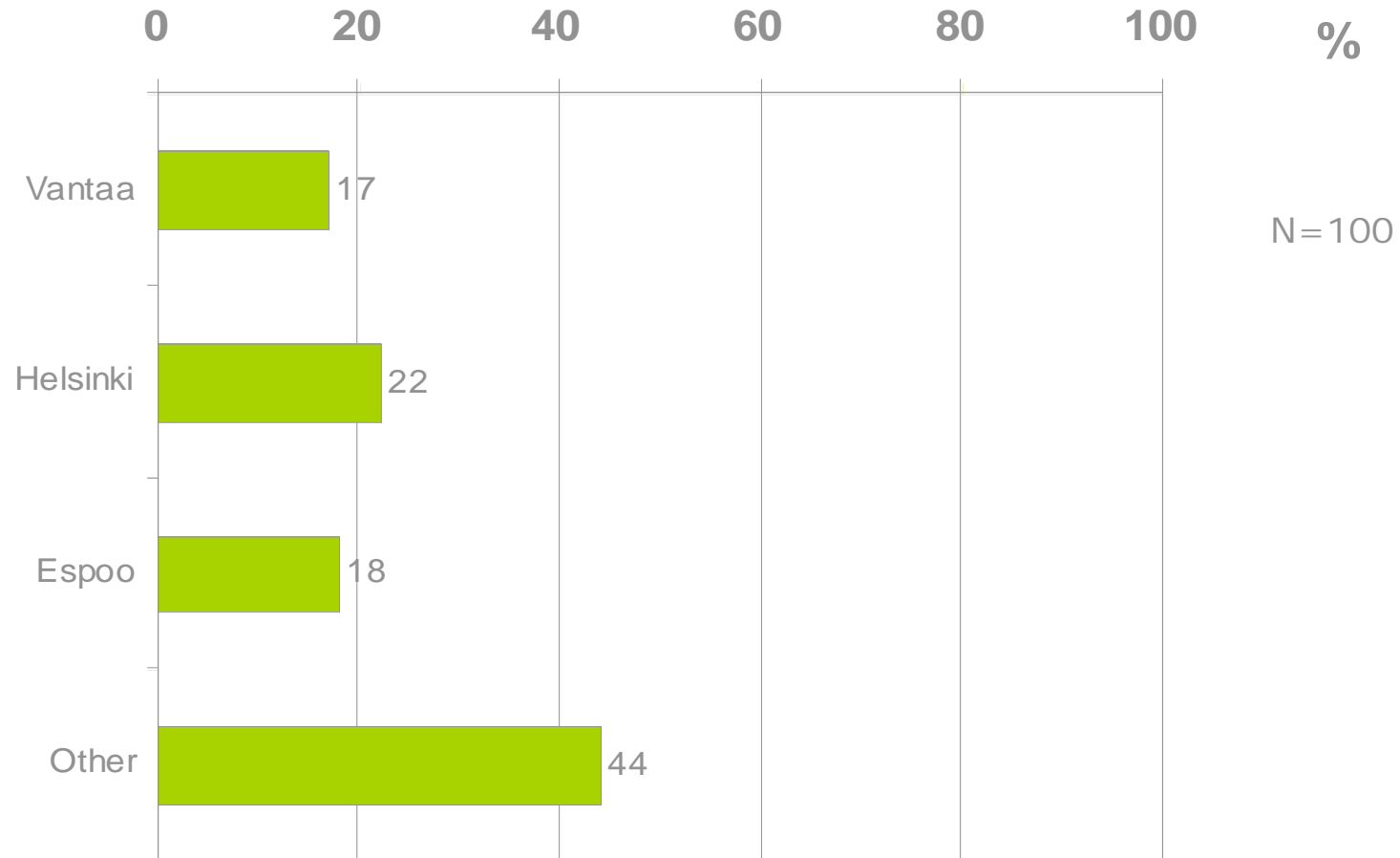


Number of children





Place of living



Results of interviews





Differences between GreenSPA cover sheet and conventional cover sheet (spontaneously), 1.

1. What are the differences between GreenSPA cover sheet and conventional cover sheet?

Respondents spontaneously found many differences between GreenSPA and conventional cover sheet – GreenSPA ...

- it feels softer (37%)
 - it is thicker (29%)
- it doesn't get stuck on your butt / skin (19%)
- no plastic (11%), no plastic feeling (6%), less plastic (2%) – (19%)
- it feels more comfortable / pleasant to your skin (17%)
- it feels stronger / more durable (12%)
- it is firmer / sturdier / stays straight / doesn't start to integrate (9%)
- it is waterproof, it doesn't get wet (6%)
- it doesn't feel slippery / slimy to your skin (5%)
- the hotness of the bench doesn't get through (5%)
- it has nicer appearance / better look (5%)
- it is better in general (4%)
- it is more absorptive (4%)



Differences between GreenSPA cover sheet and conventional cover sheet (spontaneously), 2.

- it is more ecological / environmental friendly (3%)
- it doesn't get sweaty (2%)
- more natural feeling (2%)
- it is airier (2%)
- it doesn't matter which size you use (1%)
- it feels cooler (1%)
- it is rougher (1%)
- size:
 - smaller (1%)
 - bigger (1%)
 - different (1%)
- it is thinner (3%)
- hotness of the bench gets through easier than with the conventional cover sheet (4%)
- no differences (2%)





Differences between GreenSPA cover sheet and conventional cover sheet (spontaneously), 3.

Authentic answers:

- *Better, insulates better, doesn't stick as easily.*
- *Comfortable, not hot, didn't stick or get sweaty.*
- *Comfortable*
- *Didn't have plastic feeling. Felt thicker.*
- *Didn't stick, very comfortable*
- *Didn't have a plastic feeling, stronger*
- *doesn't feel so slimy on your skin*
- *Dry feeling, rough*
- *Durable, pleasant*
- *Feels more durable, thicker*
- *Fuller, softer*
- *Hotness of the seat felt through.*
- *It doesn't get stuck on your but the same way that the older one does.*
- *It doesn't get stuck on your skin as much as the old one. The new one gets hotter than the old one.*
- *It doesn't get stuck on your skin, comfortable*
- *It doesn't get stuck on your skin. Environmental friendly.*



Differences between GreenSPA cover sheet and conventional cover sheet (spontaneously), 3.

Authentic answers:

- *It doesn't get stuck on your but*
- *It felt softer and cooler.*
- *It has no plastic film.*
- *It stays straight and it didn't start to disintegrate*
- *It was softer.*
- *it's a little bit softer*
- *It's more comfortable and it doesn't get stuck on your but*
- *it's not plastic*
- *it's softer, doesn't feel unpleasant like the plastic one*
- *Less plastic*
- *Less slimy*
- *More comfortable against the skin, more durable, stays straight*
- *more comfortable and environmental friendly*
- *More comfortable, thicker, non plastic.*
- *More comfortable.*
- *More pleasing to use, because it doesn't have the plastic part*
- *Natural feel, absorbent, airy*
- *New is better*



Differences between GreenSPA cover sheet and conventional cover sheet (spontaneously), 4.

Authentic answers:

- *New is very good, totally different, like comparing Mercedes and Mosse*
- *New one is nicer.*
- *Nicer appearance. Less plastic is always a good thing!*
- *Nicer, size is a bit different, quite thin.*
- *No difference*
- *Not sweaty*
- *Nothing much.*
- *Old had plastic cover, new doesn't.*
- *Old ones have plastic cover.*
- *Quite nice, didn't stick, if it's ecological it's good.*
- *Smaller, no plastic, thinner*
- *Soft x 2.*
- *Soft, holds it's form better.*
- *Soft, it doesn't feel wet.*
- *Softer x 5.*
- *softer and firmer*
- *Softer and it did not feel plastic. Absorptive.*
- *Softer and it doesn't get stuck on your but*



Differences between GreenSPA cover sheet and conventional cover sheet (spontaneously), 5.

Authentic answers:

- *Softer and it doesn't feel plastic.*
- *Softer and it stayed dry. It did not get hot.*
- *Softer and more comfortable. It didn't feel hot.*
- *Softer and not so slippery.*
- *Softer and thicker x 2.*
- *Softer and you didn't have to choose the side to sit on*
- *Softer, "thicker", it doesn't get stuck on the skin*
- *Softer, doesn't have plastic feeling.*
- *Softer, doesn't stick to skin.*
- *Softer, it doesn't get stuck on your but and it did not get soaken wet.*
- *Softer, more natural, better looks.*
- *Softer, more pleasant material on skin.*
- *Softer, thicker, traditional was hotter.*
- *Stronger x 2.*
- *Sturdier, thicker, doesn't stick.*
- *The new one are not as slimy as the old one, and it doesn't get stuck on your but.*



Differences between GreenSPA cover sheet and conventional cover sheet (spontaneously), 6.

Authentic answers:

- *The new one breaths better and doesn't stick.*
- *The new one doesn't have plastic on the other side. The old one is thinner.*
- *The new one feels thicker and softer. It sucks water 120% better than the old one.*
- *The new one is thicker. The old one felt not really durable. It felt slimy on the plastic side.*
- *The old one sticks more to skin.*
- *Thicker x 3.*
- *Thicker and firmer, didn't stick to skin*
- *Thicker and holds better under.*
- *thicker and more comfortable*
- *Thicker and more durable material*
- *Thicker and softer*
- *Thicker construction, no plastic-coat, nubbly-coat*
- *Thicker, durable x 2.*
- *Thicker, endures humidity better, doesn't tore easily*
- *Thicker, endures humidity better, no plastic coat.*



Differences between GreenSPA cover sheet and conventional cover sheet (spontaneously), 7.

Authentic answers:

- *Thicker, more durable, the seat doesn't feel as hot.*
- *Thicker, more pleasant.*
- *Thicker, not shiny/slippery.*
- *Thicker, softer, bigger.*
- *Thinner, heat got through, old felt more "plastic"*
- *Very comfortable.*
- *Very soft.*





Similarities between GreenSPA cover sheet and conventional cover sheet (spontaneously), 1.

2. What are the similarities between GreenSPA cover sheet and conventional cover sheet?

Spontaneously mentioned similarities were quite rational and generic, and part of respondents didn't find any similarities:

- same size (24%)
- both have the same function, they are cover sheets (12%)
- same color (7%)
- appearance (7%)
- hygiene / protection (5%)
- both get stuck on to your butt (5%)
- surface material on the other side of the cover sheets (5 %)
- disposability (4%)
- same feeling (4%)
- same sort of surface material (3%)
- durability (3%)
- same shape / form (3%)
- plastic on the other side (2%)
- both function well (2%)





Similarities between GreenSPA cover sheet and conventional cover sheet (spontaneously), 2.

- thinness (2%)
- same construction (2%)
- don't disintegrate (1%)
- easy to use (1%)
- doesn't get hot (1%)
- hotness of the bench gets through (1%)
- comfortable (1%)
- both are big enough (1%)
- absorptive capacity (1%)
- both make scratchy sounds (1%)
- unnecessary (1%)

- no similarities / nothing, "totally different" (9%)
- no answer / don't know (13%)





Similarities between GreenSPA cover sheet and conventional cover sheet (spontaneously), 3.

Authentic answers:

- *Absorptive.*
- *almost the same size, the same paper-coat on one side*
- *Appearance x 2.*
- *Appearance, feel*
- *appearance, size*
- *Big enough*
- *Both are comfortable*
- *both are cover sheets*
- *Both are placed under ones butt.*
- *Both gets slightly stuck on your but*
- *Both get's stuck on your but*
- *Both work.*
- *Coat.*
- *Color and it feels same*
- *Color x 2.*
- *Construction*
- *Cover sheet, disposable*
- *Design*
- *Disposability*
- *Disposable, color*





Similarities between GreenSPA cover sheet and conventional cover sheet (spontaneously), 4.

Authentic answers:

- *Doesn't get as hot as the normal one.*
- *Durable x 2.*
- *Easy to use.*
- *Feeling, otherwise GreenSPA cover sheet is better*
- *Form*
- *get's stuck on your but*
- *I don't know.*
- *It covered as well and held well without tearing*
- *material*
- *No similarities*
- *Not at all the same.*
- *Nothing x 5*
- *Nothing but the plastic beneath*
- *Paperside x 2.*
- *Plastic-coat on the other side*
- *Rustle*
- *Same color.*
- *Same size x 14.*
- *Same sort of material*
- *Same use, but different material.*



Similarities between GreenSPA cover sheet and conventional cover sheet (spontaneously), 5.

Authentic answers:

- *Seating surface.*
- *Shape x 2.*
- *Size and use*
- *Size, appearance*
- *Size, appearance, material to skin*
- *Size, color*
- *Size, protects the sauna seats.*
- *Size, purpose, color*
- *size, they are both equally durable*
- *Sticks on the but*
- *Surface material from the other side*
- *Surface material.*
- *Takes care of the same thing*
- *The basic idea, hygiene, disposability*
- *The constitution is similar.*
- *The paper coats were alike, not heat-resistant*
- *They were totally different.*
- *Thinness x 2.*
- *To protect the skin from touching the boards*
- *Unnecessary*



Similarities between GreenSPA cover sheet and conventional cover sheet (spontaneously), 6.

Authentic answers:

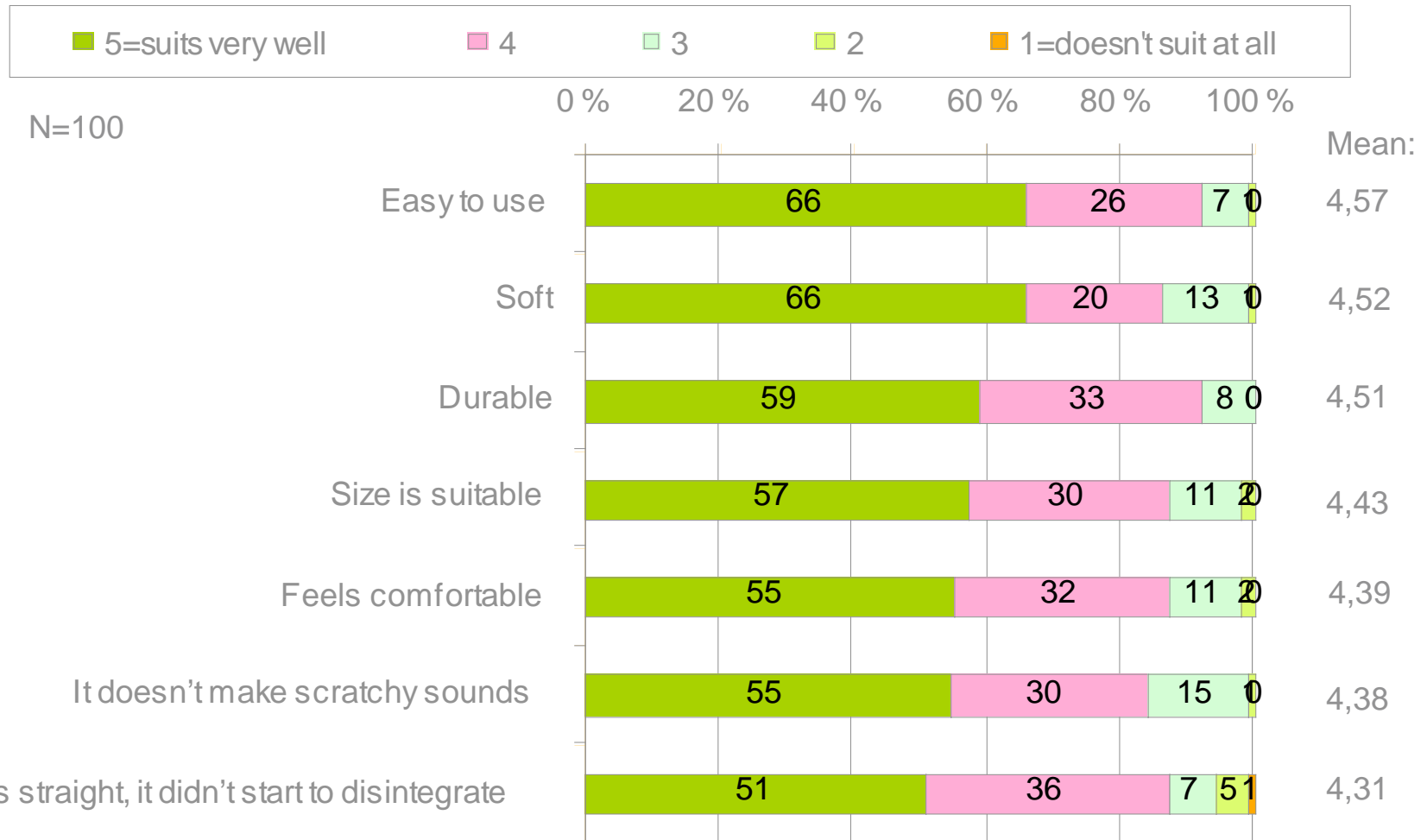
- *Use x 2.*
- *Use and size*
- *Works in the same way.*





Product features - GreenSPA cover sheet, 1.

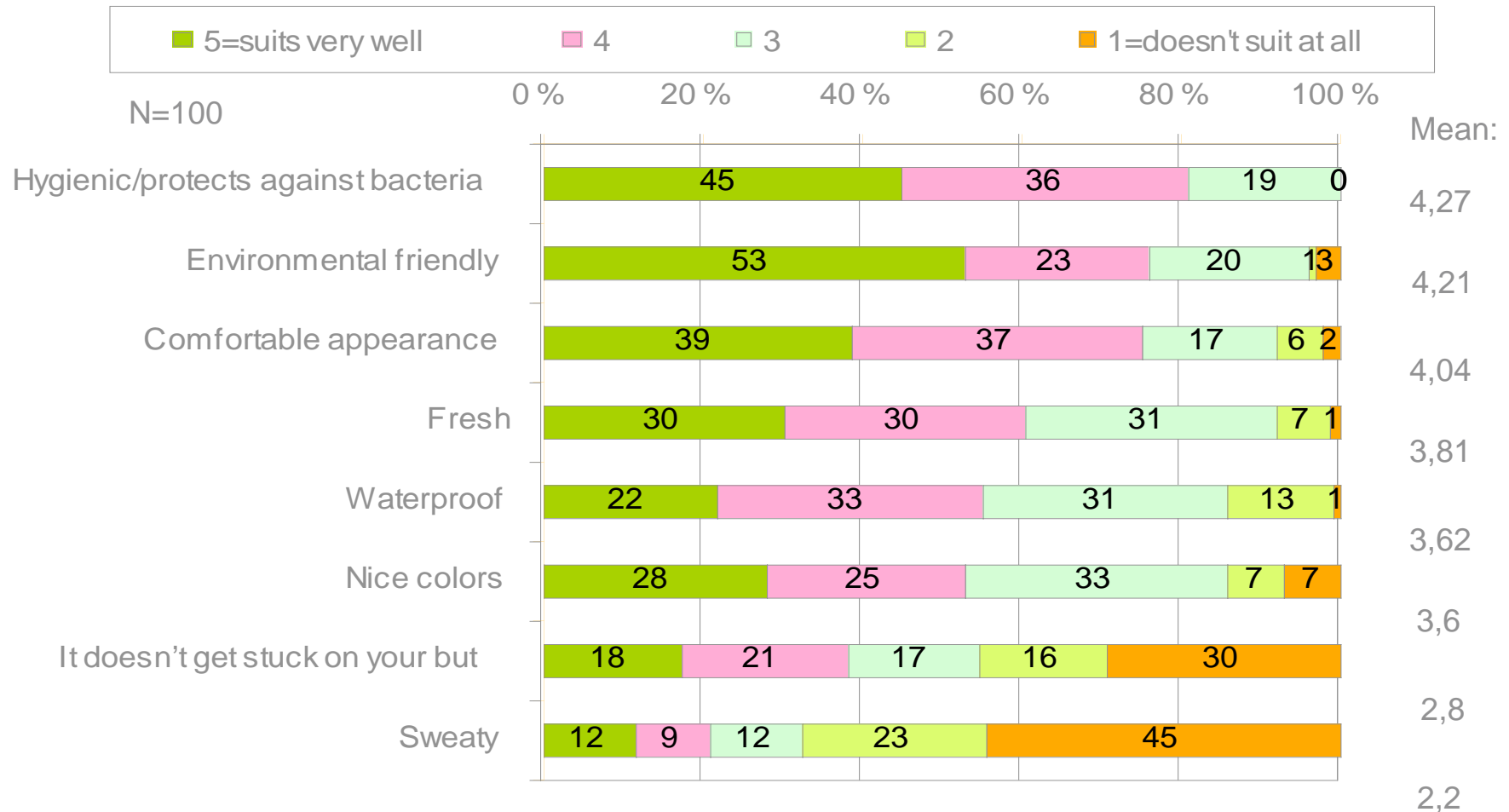
3. Which of the following product features do suit to GreenSPA cover sheet and which to conventional Pefletti cover sheet? Please rate 5-1, where 5=suits very well and 1=doesn't suit at all.





Product features, - GreenSPA cover sheet, 2.

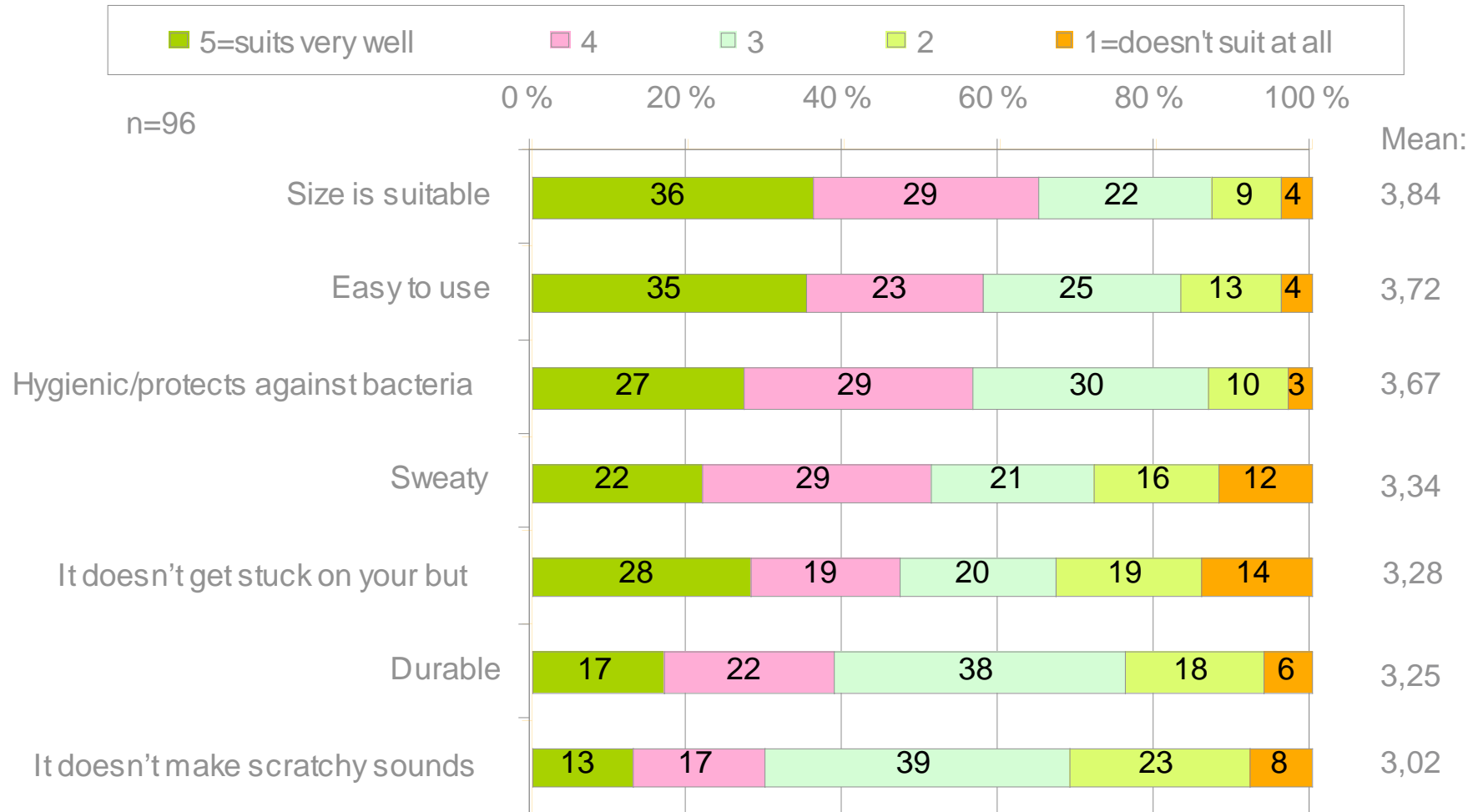
3. Which of the following product features do suit to GreenSPA cover sheet and which to conventional Pefletti cover sheet? Please rate 5-1, where 5=suits very well and 1=doesn't suit at all.





Product features, - conventional Pefletti, 1.

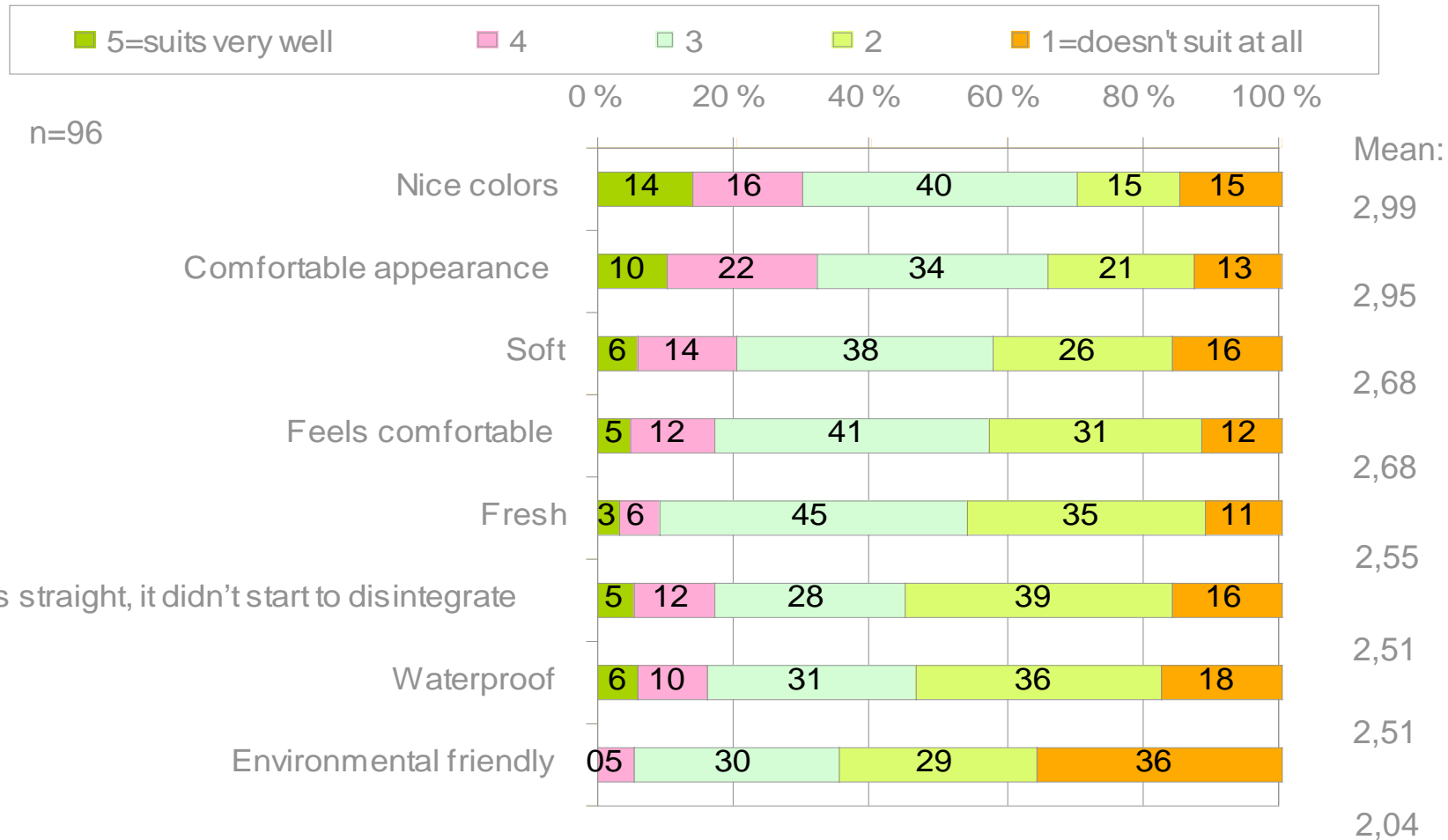
4. Which of the following product features do suit to GreenSPA cover sheet and which to conventional Pefletti cover sheet? Please rate 5-1, where 5=suits very well and 1=doesn't suit at all.





Product features, - conventional Pefletti, 2.

4. Which of the following product features do suit to GreenSPA cover sheet and which to conventional Pefletti cover sheet? Please rate 5-1, where 5=suits very well and 1=doesn't suit at all.





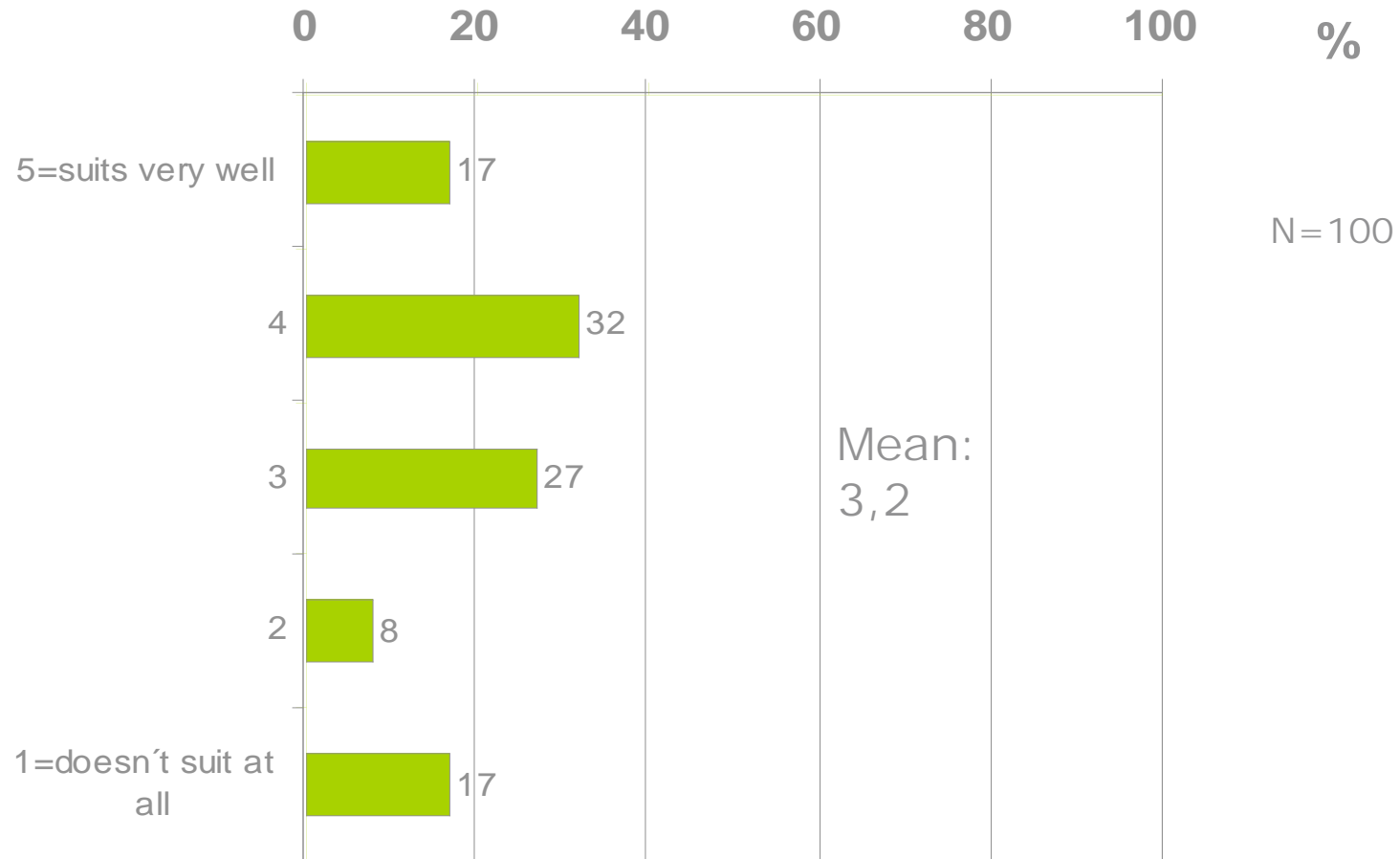
Comparing the product features of GreenSPA and conventional cover sheet

| Features (mean) | N= 100 | GreenSPA | Conventional |
|---|--------|--------------|--------------|
| Easy to use | | 4,57 (+0,85) | 3,72 |
| Soft | | 4,52 (+1,84) | 2,68 |
| Durable | | 4,51 (+1,26) | 3,25 |
| Size is suitable | | 4,43 (+0.59) | 3,84 |
| Feels comfortable | | 4,39 (+1,71) | 2,68 |
| It stays straight, it didn't start to integrate | | 4,31 (+1,80) | 2,51 |
| Hygienic/protects against bacteria | | 4,27 (+0,60) | 3,67 |
| Environmental friendly | | 4,21 (+2,17) | 2,04 |
| Comfortable appearance | | 4,04 (+1,09) | 2,95 |
| Fresh | | 3,81 (+1,26) | 2,55 |
| Waterproof | | 3,62 (+1,11) | 2,51 |
| Nice colors | | 3,60 (+0,61) | 2,99 |
| It doesn't make scratchy sounds | | 3,02 (0) | 3,02 |
| It doesn't get stuck on your butt | | 2,80 (+0,48) | 3,28 |
| Sweaty | | 2,20 (+1,14) | 3,34 |



Concerned of bacteria or getting deceases

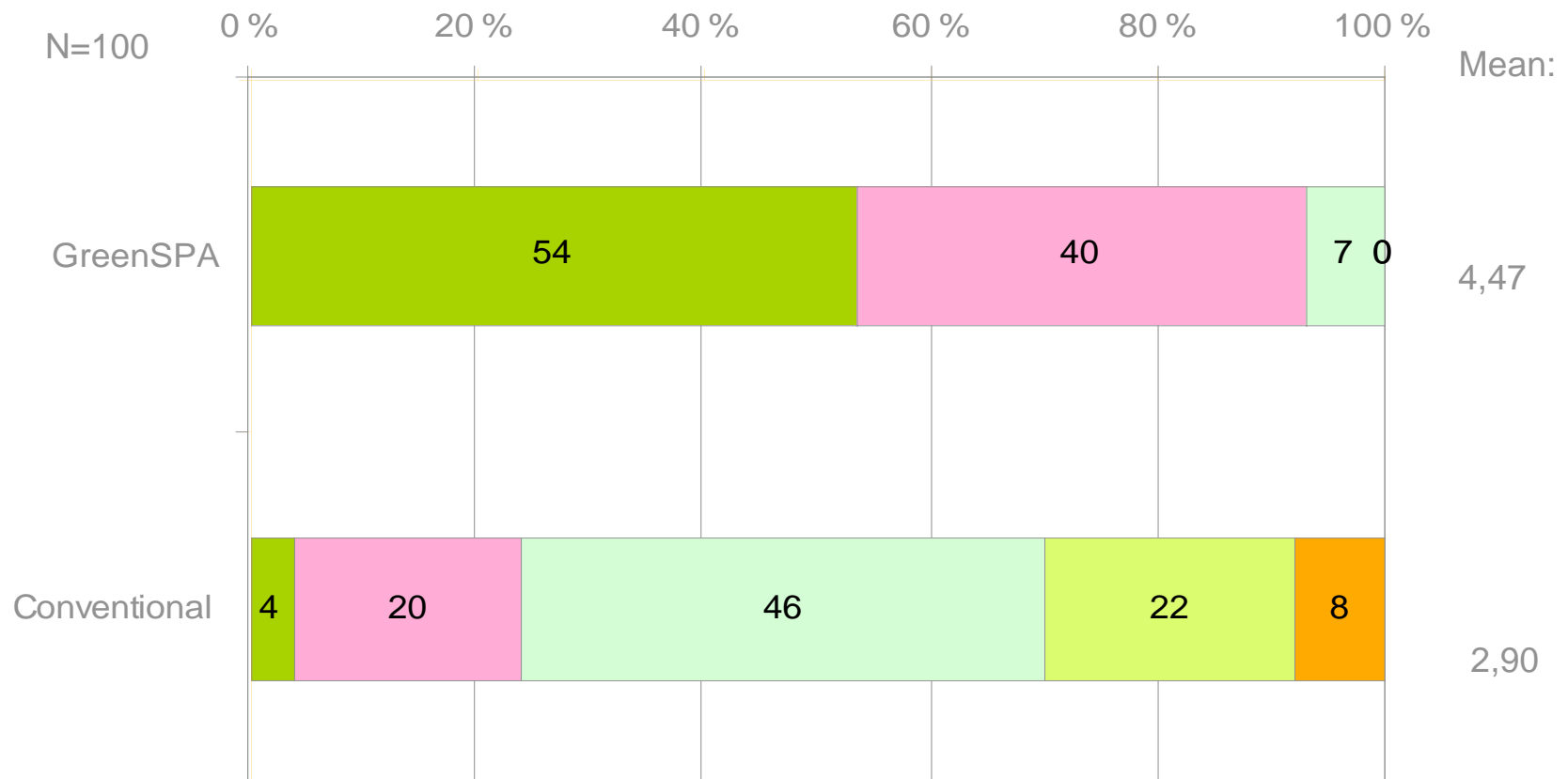
5. Are you concerned of bacteria or getting deceases when using public saunas? Please rate 5-1, where 5= very much and 1= not at all.





Cover sheet function as a whole

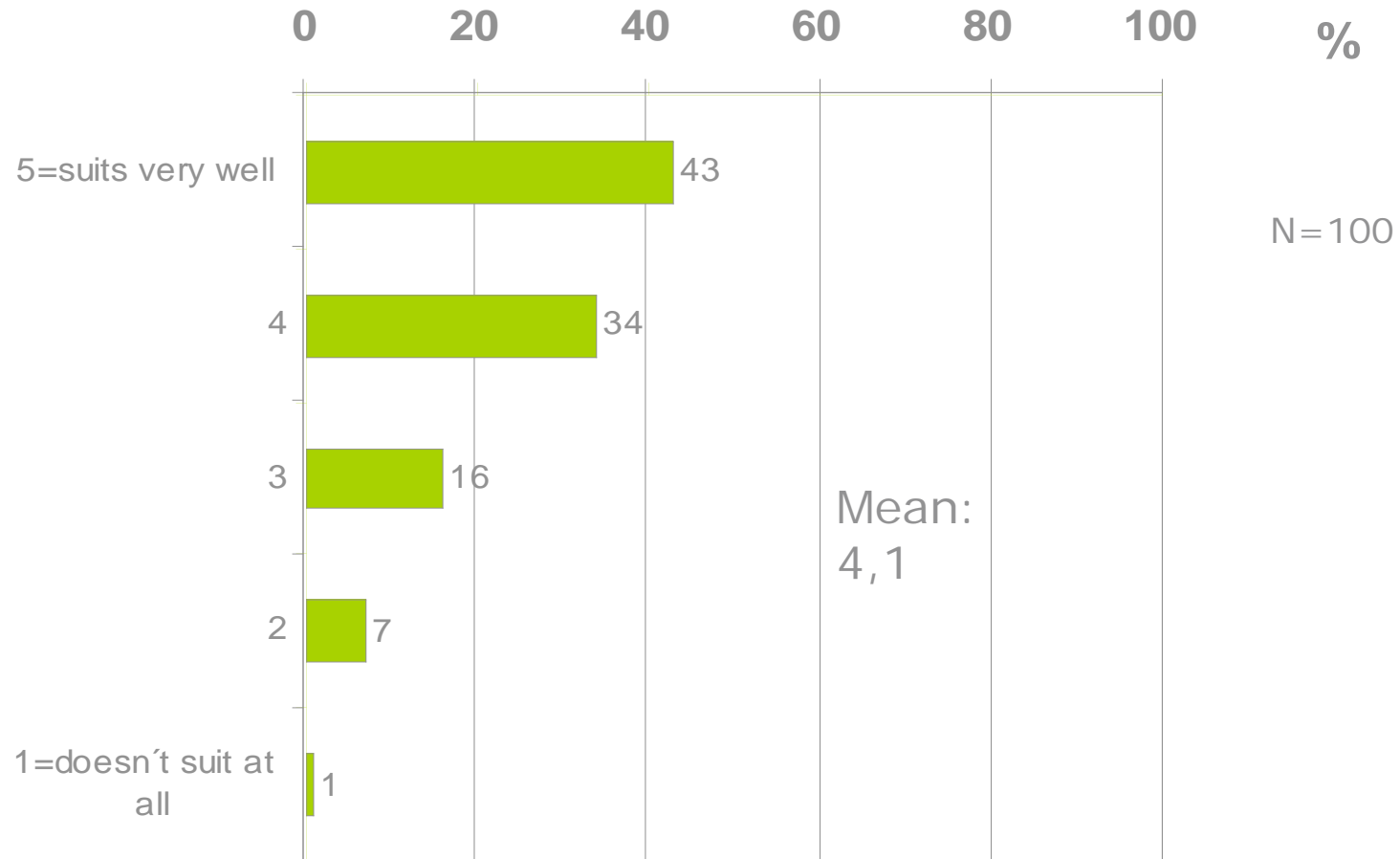
6. How well do the new GreenSPA cover sheet and the conventional cover sheet function as a whole? Please rate 5-1, where 5=functions very well and 1=functions very poorly?





GreenSPA suitable as name

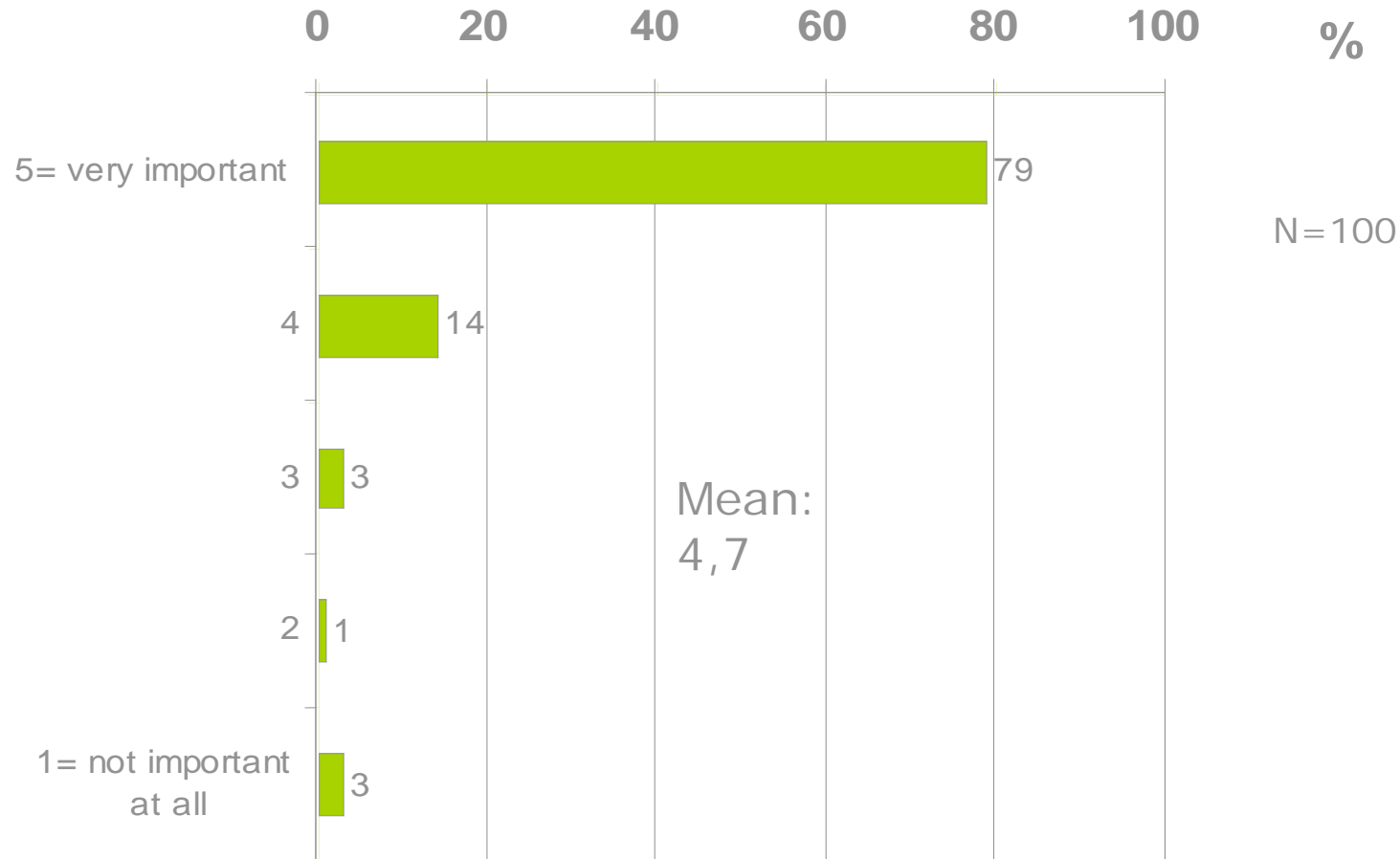
7. How well does the name GreenSPA suit to this cover sheet? Please rate 5-1, where 5=suits very well and 1=doesn't suit at all.





Importance to use environmentally friendly products in a SPA

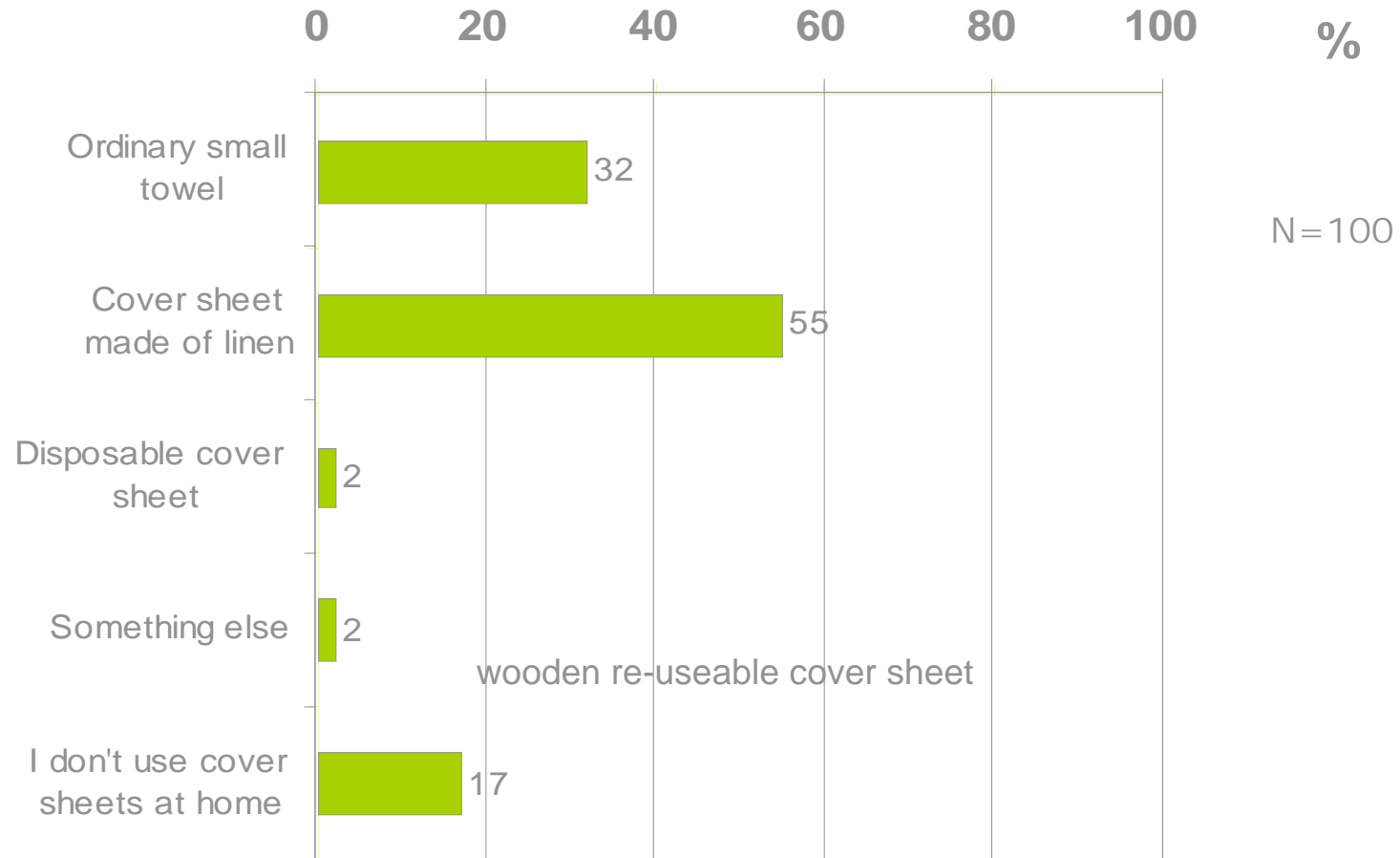
8. How important do you find that environmentally friendly products are used in a SPA ?
Please rate 5-1, where 5= very important and 1= not important at all.





Cover sheet used at home

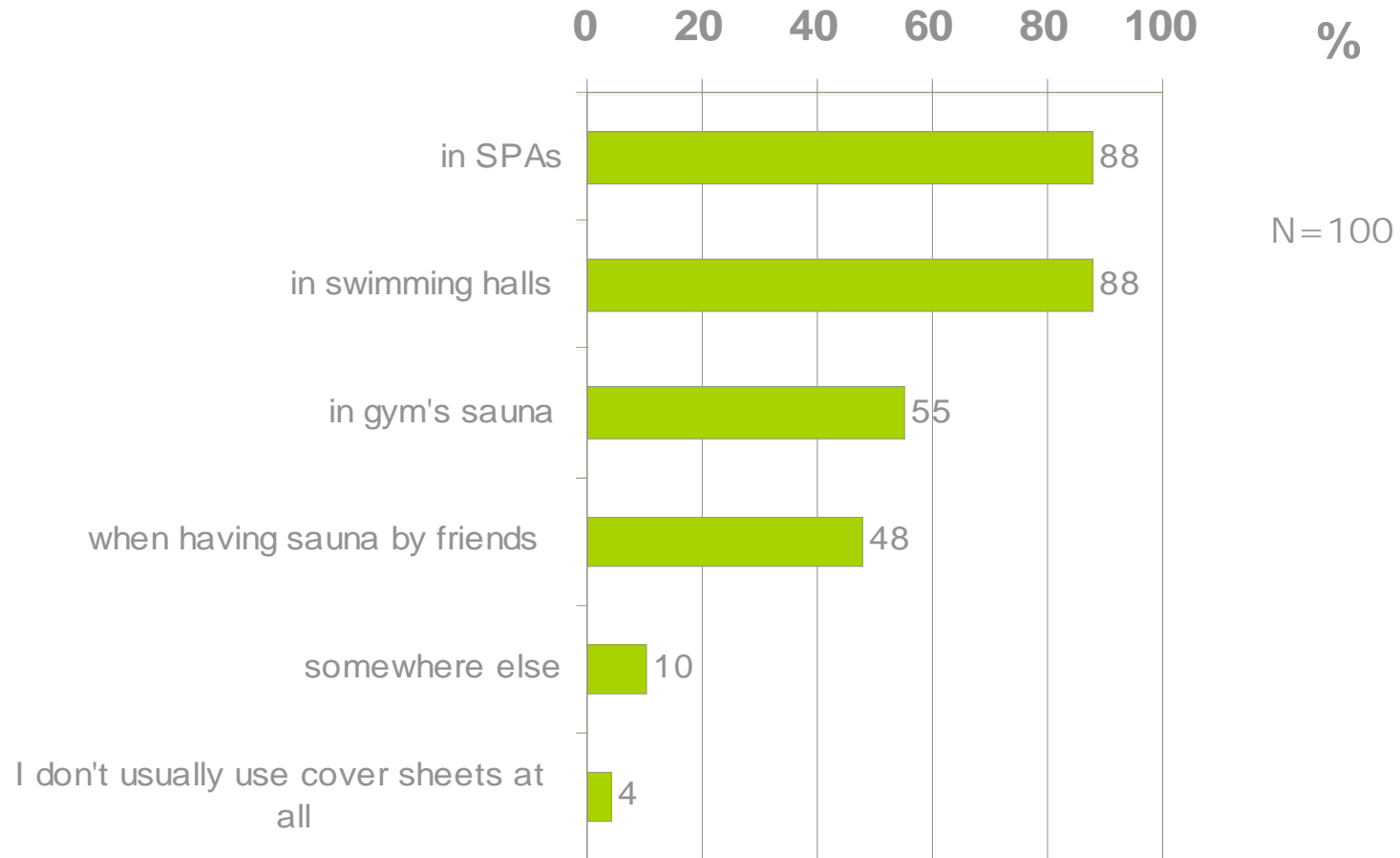
9. What kind of cover sheets do you use at home?





Cover sheets being used away from home

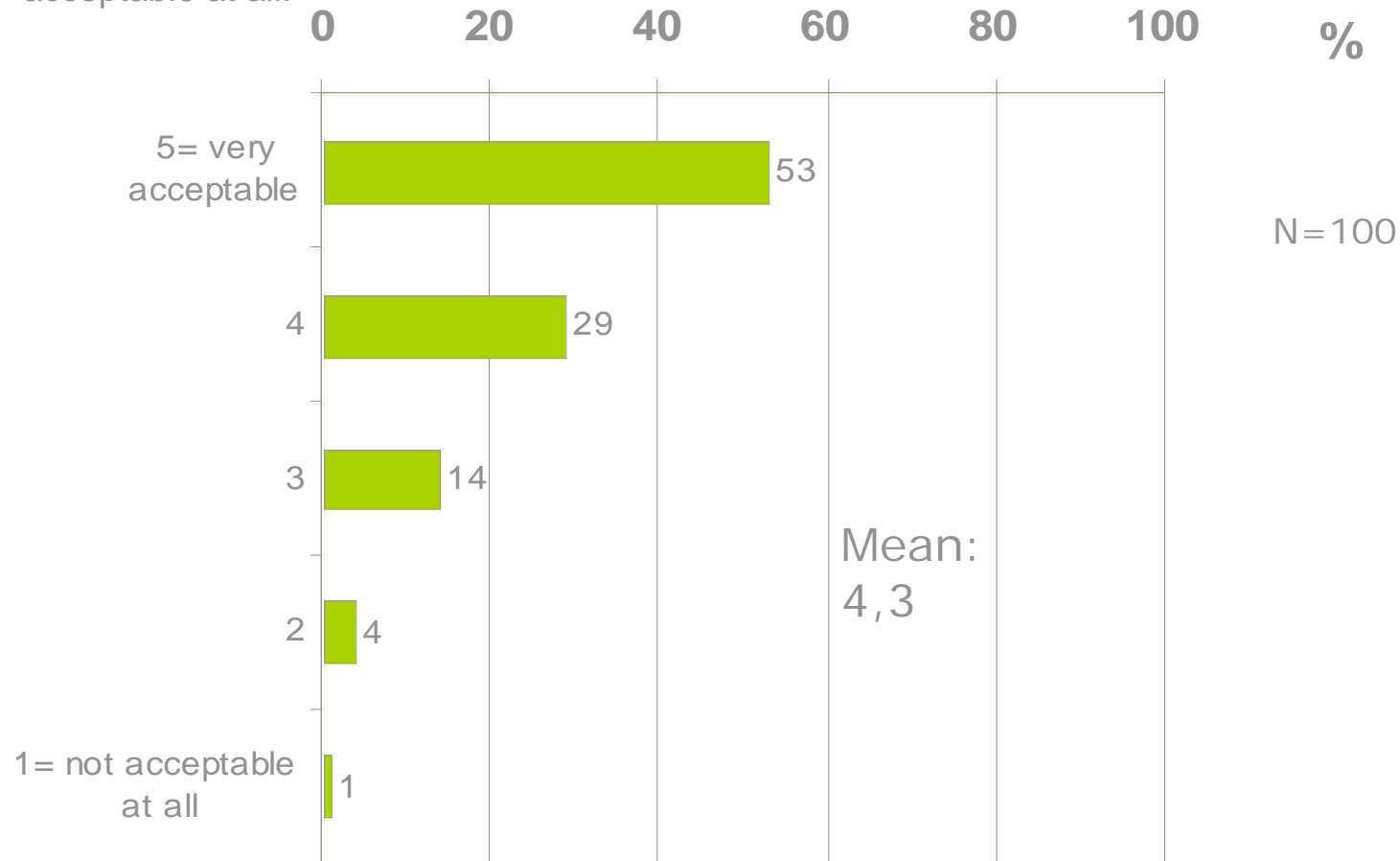
10. Where away from home do you usually use cover sheets?





Acceptance to use disposable products

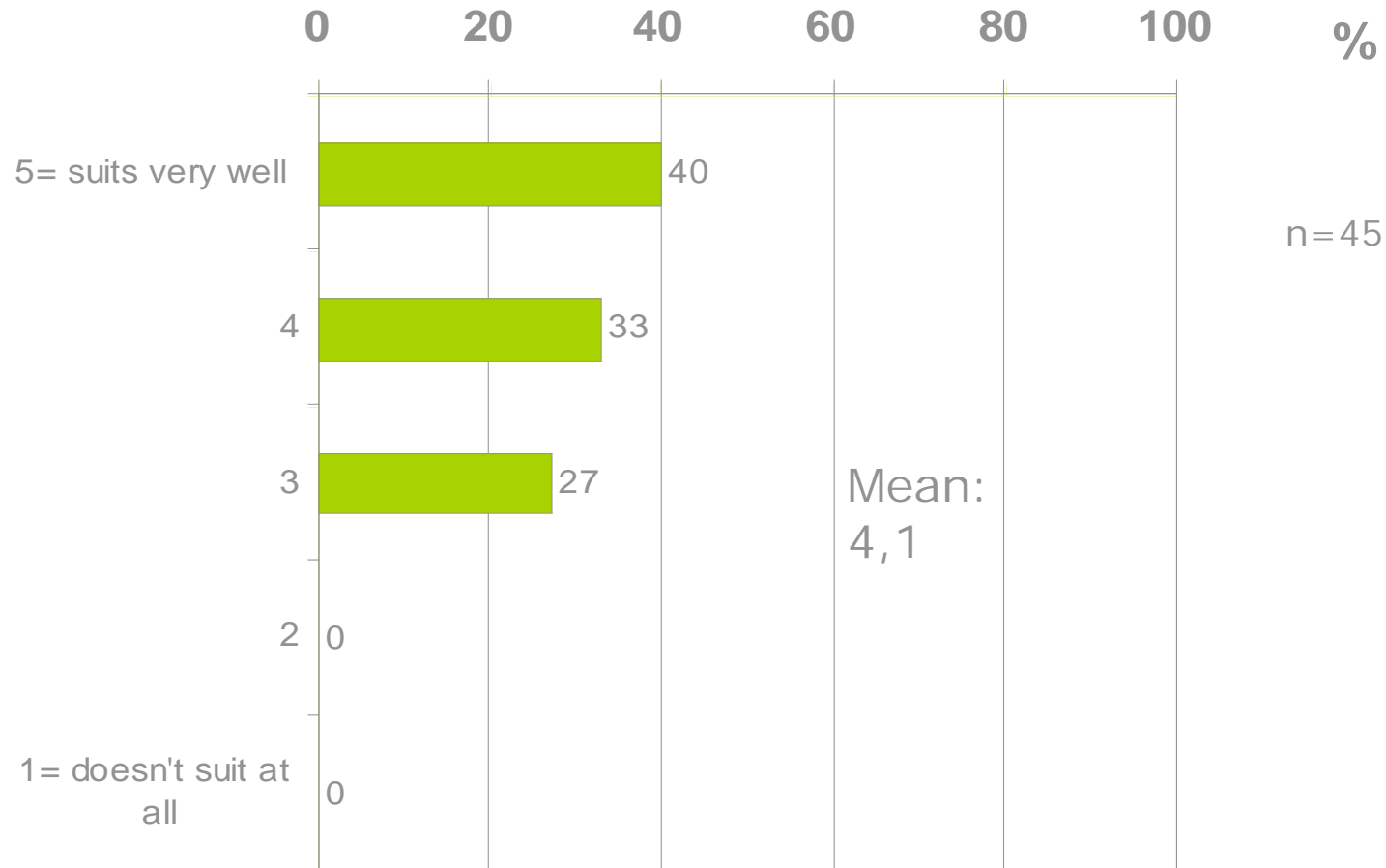
11. How acceptable do you find to use disposable, but environmentally friendly products in SPAs and other public places? Please rate 5-1, where 5= suits very acceptable 1= not acceptable at all.





GreenSPA suitable for Katrin brand

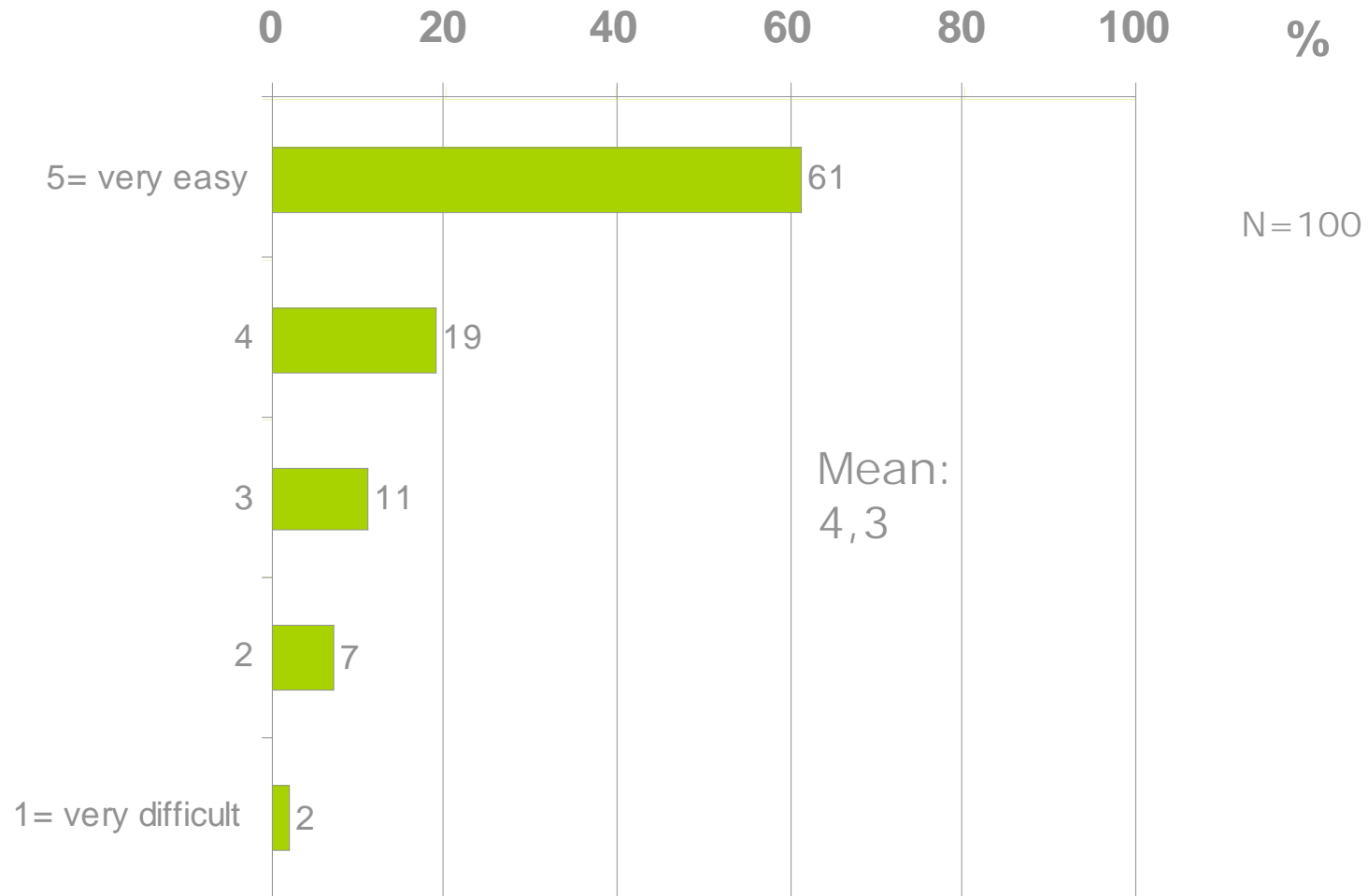
12. The GreenSPA cover sheet belongs to Katrin brand product category. How well does the GreenSPA suit to Katrin brand ? Please rate 5-1, where 5=suits very well 1=doesn't suit at all.





Easiness to use Bio-trash

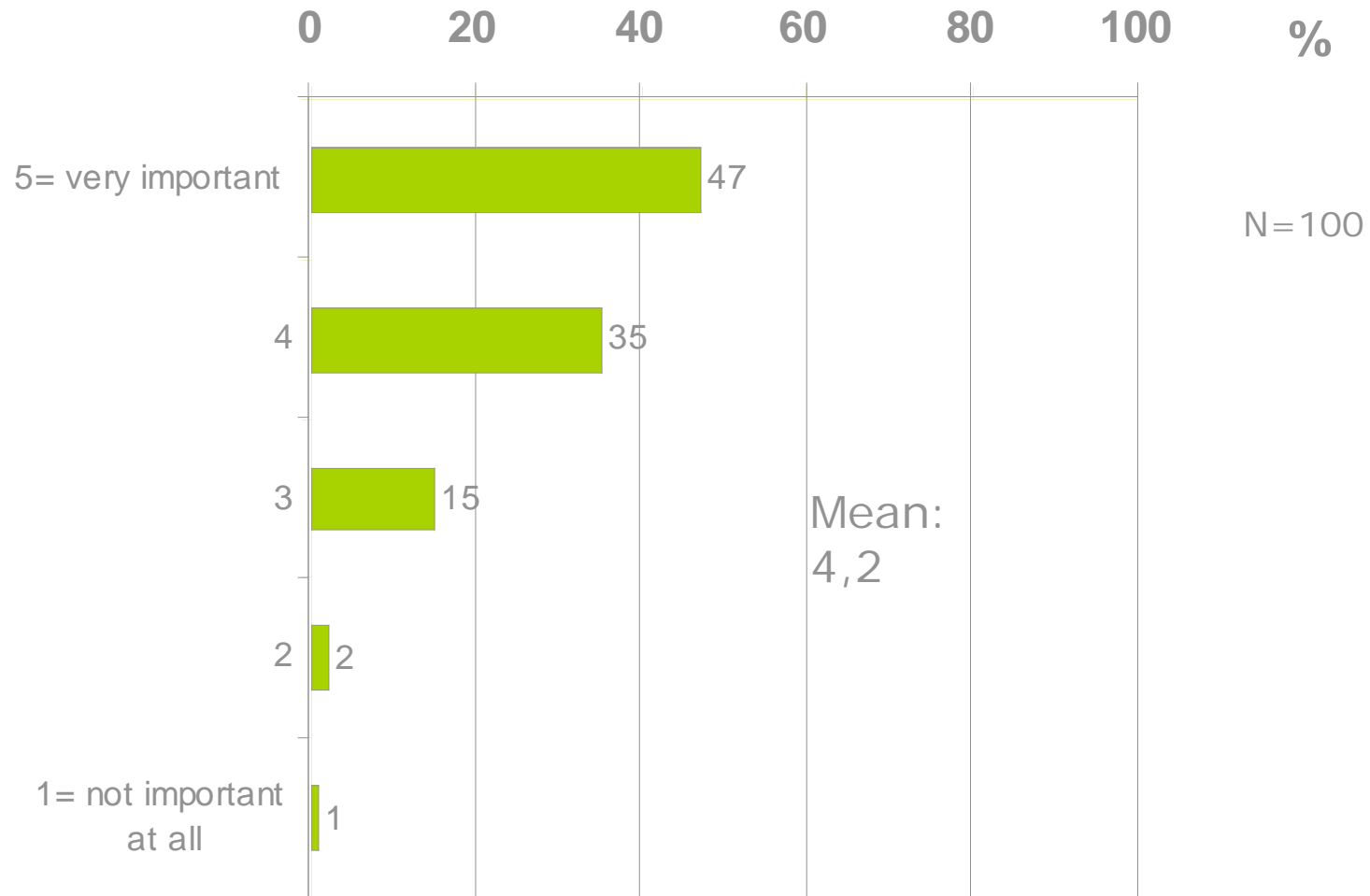
13. How easy is it to use bio-trash beside a SPA's sauna? Please rate 5-1, where 5=very easy and 1=very difficult.





Importance of Swan label with GreenSPA cover sheet

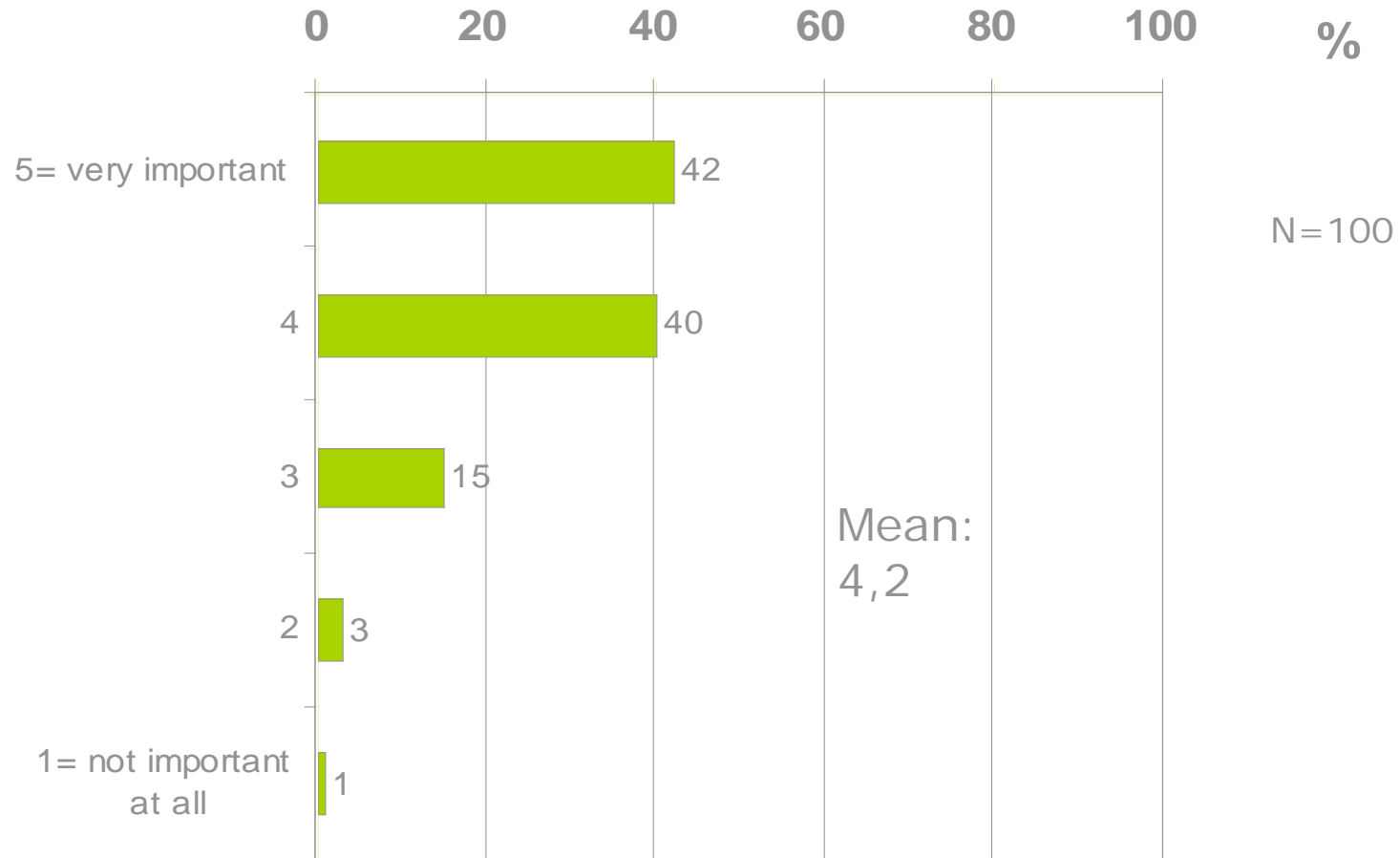
14. How important is the Swan label shown with GreenSPA cover sheet? Please rate 5-1, where 5= very important 1= not important at all.





Importance of Swan label to a SPA

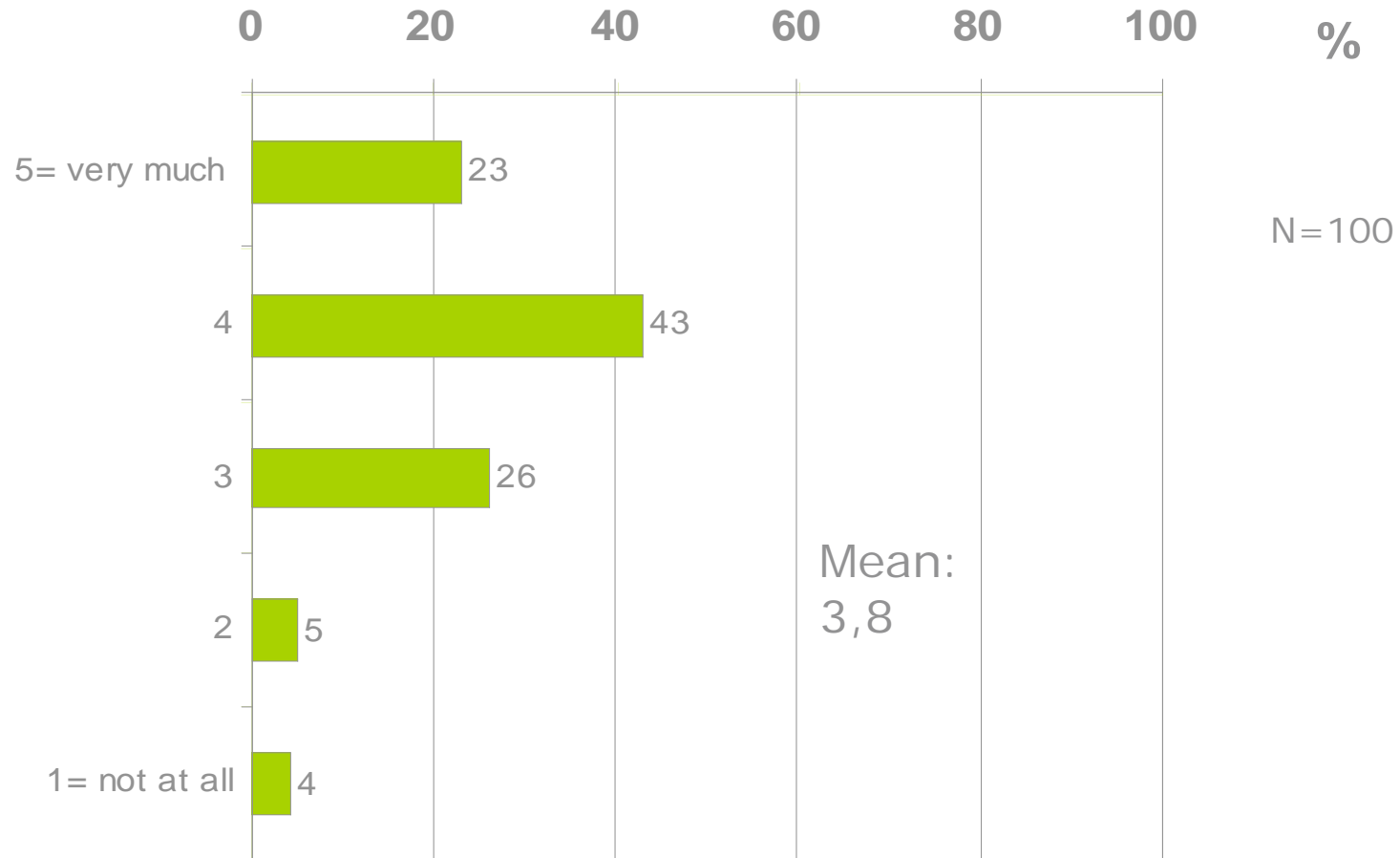
15. How important are products with the Swan label to a SPA? Please rate 5-1, where 5= very important 1= not important at all.





Environmentally friendly products on purchase decisions

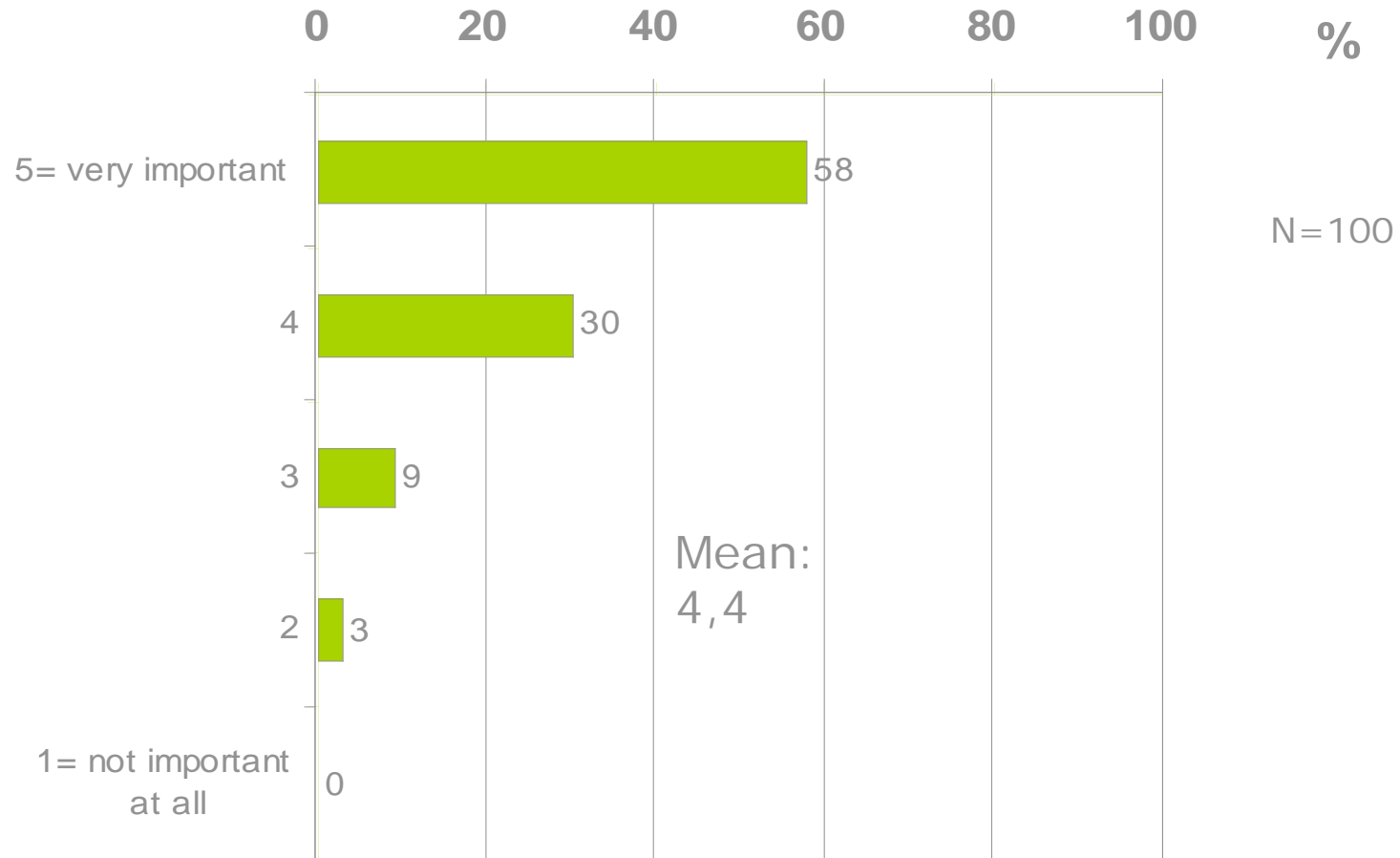
16. How much does the environmental friendliness of product affect on your purchase decisions? Please rate 5-1, where 5= very much 1= not at all.





Importance of recycling

17. How important do you find the recycling of different kind of household trash and other substances? Please rate 5-1, where 5= very important 1= not important at all.





Thank you!

