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BTG and MPH1865 Sign 3-Year Lifecycle Program Agreement to Secure Process Stability and Measurement Excellence

BTG is pleased to announce the signature of a three-year Lifecycle Program Agreement with MPH1865 covering 13 consistency sensors installed at the Annonay mill. By formalizing this program, MP Hygiene reinforces its long-term vision: securing production reliability, reducing operational risk, and protecting the value of its strategic investment in next-generation tissue technology. Reliable consistency measurement is a key enabler of stable machine operation and optimized raw material usage.

The agreement covers BTG's high-end rotating MEK consistency transmitters, as well as MBT and RET transmitters integrated into MP Hygiene's Toscotec tissue machines, including its recent AHEAD 2.2. These instruments play a central role in accurate fiber management, consistent paper quality, and controlled production costs — where precision and repeatability are essential to maintaining performance on high-efficiency tissue lines.

Under the Lifecycle Program, BTG will deliver a structured service plan including scheduled preventive maintenance, calibration updates, and exchange unit repairs. This proactive approach secures long-term measurement reliability and protects the performance of critical control points across the process.

Service Excellence: Maximizing Asset Efficiency and Long-Term Value

In modern high-speed tissue production, measurement technology alone is not enough — sustained performance depends on expert lifecycle support. A strong service strategy ensures that assets operate at peak efficiency, minimizes unplanned downtime, and maximizes return on investment throughout the equipment lifetime.

BTG is a recognized global leader in measurement and process optimization services, with dedicated service centers across Europe, the Americas, and Asia. Supported by specialized field engineers and application experts, BTG provides comprehensive lifecycle support designed to secure process stability and enhance asset performance. This global service infrastructure enables fast response times, technical depth, and consistent support wherever customers operate.

“We are proud to reinforce our collaboration with MP Hygiene through this long-term agreement,” said Florent Bougerolle, Head of Lifecycle management and After-Sale Services EMEA at BTG. “Ensuring the sustained accuracy of critical measurement systems is fundamental to operational excellence, cost control, and long-term asset value.”

The agreement reflects the trust built over several years through the consistent performance and technical expertise of BTG's service organization, laying the foundation for this extended partnership.

MPH1865 is a leading manufacturer of hygiene paper products, committed to industrial performance, product quality, and sustainable production practices.

BTG Group is a multinational provider of integrated, highly specialized process solutions for the global pulp and paper industry. BTG is committed to helping its customers achieve significant, sustainable gains in business performance.

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