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# years with Cinderella Incineration Toilets

Cinderella celebrates 25 years with Incineration Toilets. The anniversary is noteworthy. But even more noteworthy is the consistency with which the Cinderella Eco Group implements its corporate philosophy of sustainability, both in practice and in terms of business and product technology



Words Peter Hirtschulz



Trude Margel

An incineration toilet may not be the first thing you think of when you dream of the wilderness, but for an increasing number of people, however, this is exactly what it takes to be able to enjoy life off the beaten track. Cinderella's new profile film shows the possibilities that lie in the freedom of living off grid, off the paved road, independent of outhouses, composting, sewage or septic and the disposal of toilet waste from your mobile home.

Trude Margel, Chief Communications Officer explains, *"we have the pleasure of sharing with you one of the things that mean the most to us at Cinderella: indoor comfort in your caravan, motor home or cottage, no matter where you are. We provide the opportunity to enjoy the nature around you, both in established areas and in the wild, so you are ready when nature calls"*.

And she continues, *"working with our communications agency Manus, we call our film concept "Off the beaten*

*path" setting the mood and sharing just how our solutions are there for those of you who want the freedom to choose the roads that aren't always marked on the map"*.

As market leaders in water free sanitation solutions, Cinderella's goal is to build brand awareness among those who don't yet know that sustainable environmentally friendly solutions are options.

Manus CEO, Marianne Solheim, and her team present Cinderella's brand as the forefront of innovation and sustainability. *"With Cinderella's strong commitment to society and their focus on providing solutions to a global market, it gives us great pleasure to share Cinderella's story,"* she says.

**A quarter of a century and a new logo** Cinderella is celebrating 25 years on the market in 2022. A quarter of a century with satisfied customers and an ever-growing international market. The Norwegian company subsidiaries in



Sweden, the Netherlands, Canada and Australia, and distributors in markets where they are not represented. The entire toilet production takes place in their factory in the Arctic municipality of Lyngen where they can proudly state that all the products are «Made in Norway».

To mark the 25-year anniversary, Cinderella is rolling out a completely new logo and profile. The new logo draws on the colors from the four elements, fire, water, earth and air and brings them together to symbolize life. *“The new visual identity is inspired by Aristotle’s philosophy and the four elements. The elements were seen as the origin of all things, unchanging parts of the world that collectively give life,”* explains the responsible Graphic designer Synnøve Hungnes and continues: *“Cinderella incineration toilets burn all waste into clean, bacteria-free ash. The ash is associated with the creation of new soil, new growth, new life.”*



The round, organic shapes in the symbol and letters are inspired by the circle of life and the ash that turns into soil is the background for the logo’s lush earth tone, where the main color is aubergine. The leaves in the symbol sprout from the earth in the colors and shapes that describe air, water and fire. *“In addition to offering brilliant technical solutions, Cinderella wants to be a force in offering sanitation solutions that can create lasting, global change. Cinderella Eco Group’s new visual identity reflects this environmental focus”* Synnøve concludes.

**Hygiene-promoting measures**

The first Cinderella incineration toilet was launched 25 years ago. The goal at that time was to create comfort for the many leisure homeowners and RV-users living off grid, by making toilet visits comfortable and environmentally friendly. Little did the company know at the time that this solutions would mean so much to so many. The global sanitation crisis describes the dire circumstances for almost half of the world’s population: the fact that 3.6 billion people lack clean water and safely managed toilets. Sanitation solutions, with no after handling, which are easy to use and that don’t spread dangerous bacteria to people, to the soil and

drinking water.

UNICEF reports that 700 children under the age of 5 die daily from diarrhea and similar diseases as a result of drinking water infected with feces. We take it for granted in our western world, but hygiene-promoting measures in the form of clean water and safe sanitation are the most cost-effective health measures in the world, according to UN Water. And the World Bank claims that for every dollar invested in improving sanitation, 21 dollars are returned in the form of improved facilities that provide girls with a dignity when they would otherwise have dropped out of school when they menstruate. In addition, there are health benefits, gender equality and economic growth.

Cinderella take this seriously. Their water free incineration toilets incinerate all waste, including paper and menstrual items, down to a handful of bacteria free ashes for a family of four during a week’s use. The ashes are easily disposed of in the household waste. By using the Cinderella, the same family saves over 450 liters of clean water they otherwise would have flushed, every week. These are



solutions that can help make a big difference for many. This means a lot to the company.

Cinderella has incineration toilets designed for cabins, caravans and motor homes, narrow boats and tiny homes in addition to emergency relief and light industry, providing comfort regardless of need. And all based on the ability of sustainability.



The Cinderella production plant in Norway

