



2026 BENELUX PRODUCT CATALOGUE

More choice. More shelf power.

A complete Celeste range for retail, wholesale and professional distribution—presented by URS Global B.V.



28 CURRENT LINES

BUILT FOR BENELUX WHOLESALE

Factory scale. Market ready.

Modern production capacity, efficient logistics and wholesale readiness in one connected operation.

● PRODUCTION SCALE

● LOGISTICS FLOW

● WHOLESALE READY

THE PARTNER ADVANTAGE

Why partner with URS Global B.V.

01

Complete shelf architecture

A broad 2026 range across tissue, towels, napkins and household care.

02

Visible shopper value

Clear roll, sheet and pack counts support an easy good-better-best story.

03

One Benelux contact

URS Global B.V. manages specifications, availability and commercial support.

04

Commercial room to grow

Assortment, volume and launch support can be shaped around your sales channel.

PRIVATE PARTNER PRICING IS SHARED DIRECTLY BY URS GLOBAL B.V.

[REQUEST ACCESS](#)

Toilet paper

Retail and professional formats from compact everyday packs to high-capacity family formats.

CURRENT 2026



TOILET PAPER

Mega 3XL

3-ply · 8 rolls · 250 sheets

Flagship high-capacity pack with a clear shopper value story.

CURRENT 2026



TOILET PAPER

Cotton Soft

3-ply · 10 rolls · 100 sheets

Compact everyday format for accessible shelf positioning.

CURRENT 2026



TOILET PAPER

Platinum

3-ply · 10 rolls · 130 sheets

Premium 10-roll format with a strong blue shelf block.

CURRENT 2026



TOILET PAPER

Premium Super Soft

3-ply · 10 rolls · 150 sheets

A premium step-up with 150 sheets in every roll.

CURRENT 2026



TOILET PAPER

Exclusive Super Soft

3-ply · 10 rolls · 200 sheets

High-sheet-count format designed for lasting value.

CURRENT 2026



TOILET PAPER

Exclusive Plus

3-ply · 16 rolls · 140 sheets

Large family pack that creates strong stock-up impact.

Toilet paper • continued

Retail and professional formats from compact everyday packs to high-capacity family formats.

CURRENT 2026



TOILET PAPER

Professional 250

3-ply • 8 rolls • 250 sheets

Professional eight-roll format with flagship capacity.

CURRENT 2026



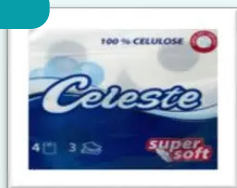
TOILET PAPER

Lavanda

3-ply • 10 rolls • 130 sheets

Distinctive purple variant in the core retail architecture.

CURRENT 2026



TOILET PAPER

Toilet Paper 24/1

3-ply • 24 rolls • 80 sheets

Large-count value pack for family and wholesale missions.

AVAILABILITY ON REQUEST



TOILET PAPER

Super Soft

3-ply • 10 rolls • 115 sheets

Additional 10-roll format for selected programmes.

AVAILABILITY ON REQUEST



TOILET PAPER

Peach

3-ply • 10 rolls • 105 sheets

Peach colourway for selected assortments.

AVAILABILITY ON REQUEST



TOILET PAPER

Camomile

3-ply • 10 rolls • 105 sheets

Camomile colourway for selected assortments.

Toilet paper · continued

Retail and professional formats from compact everyday packs to high-capacity family formats.

AVAILABILITY ON REQUEST



TOILET PAPER

Professional 150

3-ply · 8 rolls · 150 sheets

Compact professional format for selected programmes.

Household towels

Twin-roll formats spanning everyday value, flexible cuts and premium strength.

CURRENT 2026



HOUSEHOLD TOWELS

Kitchen Towel 2-ply

2-ply • 2 rolls • 48 sheets

Everyday twin-roll kitchen towel format.

CURRENT 2026



HOUSEHOLD TOWELS

Flexy Cut

2-ply • 2 rolls • 140 half-sheets

Select-size format for flexible everyday use.

CURRENT 2026



HOUSEHOLD TOWELS

Kitchen Towel 3-ply

3-ply • 2 rolls • 48 sheets

Extra-strength version of the twin-roll format.

CURRENT 2026



HOUSEHOLD TOWELS

Platinum

2-ply • 2 rolls • 100 sheets

Premium high-sheet household towel pack.

Jumbo towels

Single-roll professional formats for controlled-use and higher-capacity demand.

CURRENT 2026



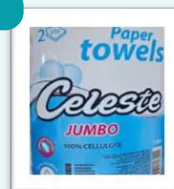
JUMBO TOWELS

Mini Jumbo

2-ply • 1 roll • 165 sheets

Compact single-roll format for controlled-use settings.

CURRENT 2026



JUMBO TOWELS

Jumbo XL

2-ply • 1 roll • 200 sheets

Versatile professional roll with 200 sheets.

CURRENT 2026



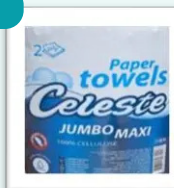
JUMBO TOWELS

Maxi Jumbo

2-ply • 1 roll • 300 sheets

High-capacity professional format with 300 sheets.

CURRENT 2026



JUMBO TOWELS

Maxi Jumbo

3-ply • 1 roll • 280 sheets

Extra-strength three-ply maxi format.

CURRENT 2026



JUMBO TOWELS

Professional

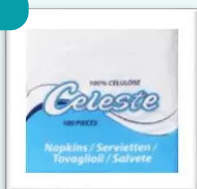
2-ply • 1 roll • 400 sheets

Largest current professional towel format in the range.

Napkins

Everyday white and extra-absorbent colour options for retail and service channels.

CURRENT 2026



NAPKINS

Regular White

1-ply • 100 pieces

High-count white napkin pack for everyday service.

CURRENT 2026



NAPKINS

Extra Absorbent White

2-ply • 30 pieces

Classic white two-ply table napkin.

CURRENT 2026



NAPKINS

Extra Absorbent Champagne

2-ply • 30 pieces

Champagne colourway within the commercial colour line.

CURRENT 2026



NAPKINS

Extra Absorbent Bordeaux

2-ply • 30 pieces

Bordeaux colourway within the commercial colour line.

CURRENT 2026



NAPKINS

Extra Absorbent Green

2-ply • 30 pieces

Green colourway within the commercial colour line.

Water & ironing care

Demineralized and ironing-water formats that extend the household-care conversation.

CURRENT 2026



WATER & IRONING CARE

Demineralized Water 1L

1 litre · case 10

Everyday demineralized water for household appliances.

CURRENT 2026



WATER & IRONING CARE

Demineralized Water 2L

2 litres · case 6

Convenient mid-size demineralized water bottle.

CURRENT 2026



WATER & IRONING CARE

Demineralized Water 5L

5 litres · case 2

Large household and professional demineralized format.

CURRENT 2026



WATER & IRONING CARE

Ironing Water 1L

1 litre · case 10

Dedicated water format for steam ironing.

CURRENT 2026



WATER & IRONING CARE

Perfumed Ironing Water 1L

1 litre · case 10

Scented ironing-water option for added differentiation.



URS GLOBAL B.V. · CELESTE BENELUX

Ready for the right shelves.

Tell us your market, channel and expected volume. We will return with the recommended launch assortment, commercial terms and current partner pricing.

PRINCIPAL COMPANY

URS Global B.V.

Brielselaan 20C · 3081 LB Rotterdam · The Netherlands

info@ursglobalbv.com

+31 6 15 72 01 44

REQUEST THE PARTNER PACK

Specifications reflect the September 2026 commercial source file and remain subject to URS Global B.V. confirmation.