



## Electrification: Papeco chooses thermal energy storage with Energy Pool and Epyr

**Orval-sur-Sienne, 7 October 2026.** Papeco announces the launch at its Orval-sur-Sienne site of France's largest electrification project using thermal energy storage. Supported by Energy Pool at every stage, from selecting the solution best suited to the site through to operations, the paper manufacturer has entrusted Epyr with deploying the technical solution.

The project is unprecedented in its ambition: to replace all of the site's natural gas consumption with electricity, thereby decarbonising production, reducing dependence on fossil fuels, and strengthening its resilience and competitiveness. This transformation is expected to avoid 3,000 tonnes of CO<sub>2</sub> emissions each year.

### Moving away from gas through low-carbon electricity

At Papeco's site, the heat required to dry the paper is currently produced using natural gas. The project will install a thermal energy storage unit with a capacity of 35 MWh to replace this production.

The principle is simple: electric heating elements heat air, which charges the high-temperature thermal storage system. This energy is then released as heat according to the site's needs. Using smart control that incorporates market prices, the system captures low-carbon electricity at the most advantageous times, particularly during peaks in renewable generation, and converts it into competitive, low-carbon heat. Its flexibility also contributes to balancing the electricity system.

### A landmark project for industrial electrification

At a time when electrification is seen as a European priority for reducing the continent's dependence on fossil fuel imports, Papeco is emerging as a pioneer among French industrial sites.

As a responsible, community-minded company, Papeco had long been seeking a solution that could combine decarbonisation, energy sovereignty, and competitiveness. Energy Pool, France's leading player in electricity flexibility, supports industrial sites in electrifying their heat production, from studies through to operations, and will operate the unit. Epyr was selected to deploy its thermal storage solution at the site. Together, the two partners are meeting Papeco's objectives: low-carbon, controlled, and competitive heat.

Supported by ADEME under the France 2030 programme, this project demonstrates that the ambitious electrification of industrial heat is possible, while providing the electricity system with a new type of flexibility asset to accelerate the energy transition.

*"I am very enthusiastic about launching this project, which is emblematic of our ambitious decarbonisation pathway, validated using ADEME's ACT Step-by-Step methodology. In addition to eliminating 100% of our direct CO<sub>2</sub> emissions, this innovative investment will, at its own scale, help enable the large-scale development of renewable energy by adapting electricity consumption to generation."*

**Emmanuel COULON, Chief Executive Officer, Papeco**

**[PRESS RELEASE]**



*“We are proud to be part of this exemplary project, which confirms that energy flexibility is a key success factor for industrial electrification, making it possible to combine economic performance, power system resilience, and decarbonisation.”*

**Christophe NEBON, Chairman and Chief Executive Officer, Energy Pool**

*“This project demonstrates that thermal energy storage is a practical solution, available today, for electrifying industrial heat. French industry can now combine decarbonisation, competitiveness, and resilience.”*

**Bastien OGGERI and Léa DARDENNE, Co-founders, Epyr**

### **About Papeco**

PAPECO is an independent French SME that manufactures absorbent paper products (toilet paper, wiping paper, and examination couch rolls). Based in Orval-sur-Sienne, in the heart of the Normandy countryside, the company has been committed to environmental issues for nearly 20 years. All PAPECO products carry the EU Ecolabel and are intended primarily for professional customers, as well as for individuals through specialist organic retail networks.

PAPECO's ambition is to provide its customers with high-quality products tailored to their needs and with an ever-lower environmental impact (100% recycled, compact, EU Ecolabel- and Origine France Garantie-certified, manufactured at an ISO 14001- and ISO 50001-certified plant, with a decarbonisation pathway certified by ADEME).

### **About Energy Pool**

Energy Pool is a key player in the energy transition, providing advanced services and software solutions for the management and optimisation of energy systems. From strategy through to operations, covering consumers, renewable energy, and electricity storage solutions, our mission is to help deliver reliable and affordable electricity while reducing CO<sub>2</sub> emissions.

Energy Pool has been one of the pioneers of the French electricity flexibility market since 2009. The company employs more than 300 people in over 10 countries and manages consumption, generation, and storage assets worldwide, representing a capacity of more than 8 GW.

### **About Epyr**

Epyr develops innovative thermal storage solutions to help industry move away from fossil fuels. By making low-carbon, high-temperature industrial heat competitive and easy to deploy, Epyr aims to accelerate the energy transition and reduce global emissions. Founded in 2024 by Bastien Oggeri and Léa Dardenne, Epyr now has a team of around fifteen employees. The team brings together strong expertise in technology, energy, industry, and entrepreneurship to support the electrification of industrial heat.

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