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KIMBERLY-CLARK PROFESSIONAL* hits Ecolabel century

The number of KIMBERLY-CLARK PROFESSIONAL* products achieving Ecolabel status has exceeded 100 for the first time, underlining the company's commitment to sustainability and environmentally responsible manufacturing practices.

In total, 109 KIMBERLY-CLARK PROFESSIONAL* hygiene products, including 106 towel and tissue and three skincare products, have achieved Ecolabel status¹. The company intends to add at least 11 more to this number in 2012, bringing the total to 120.

The Ecolabel scheme is a voluntary programme designed to encourage businesses to develop and market products that are kinder to the environment. Companies and brands are judged on criteria that measure impact of a product on the environment throughout its lifecycle, from raw material extraction in the pre-production stage, through to production, distribution and disposal.

To achieve Ecolabel status for its towel and tissue products, KIMBERLY-CLARK PROFESSIONAL* implemented a range of measures to ensure its manufacturing procedures satisfied the Ecolabel programme's stringent requirements around energy usage, carbon emissions and water consumption.

Example Ecolabel criteria for tissue products include:

- No use of chlorine bleach (elemental chlorine free)
- Less than 40kg of organic water pollution (COD) per metric ton of tissue produced
- Less than 1,500kg of CO₂ from fossil fuels per metric ton of tissue produced
- Less than 2,200kWh of electricity used per metric ton of tissue produced

In addition, to enhance the environmental credentials of its KLEENEX® soaps, the company reformulated them so that they now contain a preservative system in line with the ecological criteria defined under the Ecolabel scheme.

Lori Shaffer, Sustainability Manager at KIMBERLY-CLARK PROFESSIONAL*, said: “We’re immensely proud that we have entered 2012 with Ecolabel accreditation on 109 of our hygiene products. At the start of 2011, just three of our products had met the scheme’s extremely exacting standards. But we’ve worked hard over the past year and the fruits of our efforts are clear to see.”

She continued: “We won’t be resting on our laurels but will be working equally hard this year to gain Ecolabel accreditation on more of our products. KIMBERLY-CLARK PROFESSIONAL* is totally committed to operating in the most sustainable way possible – and to helping our customers do the same – and engaging with the Ecolabel initiative is a vital part of this.”

Ends

¹For a full listing of KIMBERLY-CLARK PROFESSIONAL* products that carry the Ecolabel, please visit www.kcpreducetoday.com/uk.

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Notes to Editors:

About Kimberly-Clark Professional*

KIMBERLY-CLARK PROFESSIONAL* is an indispensable business partner, delivering leading-edge health, hygiene and productivity solutions that provide tangible value every day, everywhere. Known for innovative, quality solutions for away-from-home washrooms, ‘clean’ and ‘industrial’ manufacturing environments, and DIY settings, the global brands of Kimberly-Clark Professional include KLEENEX®, SCOTT®, WYPALL*, KLEENGUARD* AND KIMTECH*. KIMBERLY-CLARK PROFESSIONAL* is part of the Kimberly-Clark Corporation and can be visited at www.kcprofessional.com.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C's brands and the solutions they provide to enhance their health, hygiene and well being. With brands such as Kleenex[®], Andrex[®], Scottex[®], Huggies[®], Pull-Ups[®], Kotex[®] and Depend[®], Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 137-year history of innovation, please visit www.kimberly-clark.com.

About JACKSON SAFETY*

JACKSON SAFETY* has been providing on-the-job safety products for more than 75 years. Acquired by Kimberly-Clark Professional in 2009, JACKSON SAFETY* offers a full range of personal protection equipment -- including apparel, protective eyewear, face protection, head, hearing and respiratory protection -- as well as market-leading welding and work-zone safety products. For more information, visit www.jacksonsafety.com.