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**New WypAll\* ForceMax industrial cloths – the best hire you’ll make**  
**‘Who would you hire?’ just the job for New WypAll\* ForceMax industrial cloths**

With the launch of its new WypAll\* ForceMax Industrial cloths, Kimberly-Clark Professional\* is challenging manufacturing facilities to apply the same rigorous standards used in hiring employees to selecting wiping solutions. The ‘Who would you hire?’ (<https://youtu.be/sjG4GQZm9h0>) programme demonstrates that selecting the right wiping solution in manufacturing environments is just like hiring an employee and therefore can positively impact KPI’s, improve productivity, increase operational efficiencies and reduce waste.

*Who would you hire?* is introduced in 2018 for the launch of WypAll\* ForceMax and pitches the WypAll\* range of industrial cloths against traditional rags and laundered cloths used in plant and manufacturing settings.

“Just like hiring a new employee, selecting the right wiping solution can positively impact your KPIs,” explains Simon Justice, Manufacturing Marketing Manager at Kimberly-Clark Professional\*. “If your current wiping solution was interviewed, would it get the job?”

WypAll\* ForceMax, is the latest cloth from Kimberly-Clark Professional\* and is designed for superior removal of the toughest, most ingrained, dirt across all types of surfaces. WypAll\* ForceMax absorbs 40% more oil than rags and absorbs it five times faster.<sup>1</sup> Compared with rags, WypAll\* ForceMax reduces disposal waste by up to 78% against average rag usage<sup>2</sup>.

WypAll\* ForceMax is made with Kimberly-Clark Professional\*s Hydroknit technology which has been enhanced for this latest product development by blending recycled cotton fibres, cellulose

and tear-resistant polypropylene. The result is a perfectly engineered solution with a softer, more cloth-like feel and a more clean consistent cloth compared to rags or laundered cloths.

WypAll\* ForceMax is thick and super durable and is consistently preferred by users over rags and laundered cloths.<sup>3</sup> The embossed cloth provides bulk and extra scrubbing power for tough cleaning tasks without tearing or falling apart.

A key message of *Who would you hire?* is to encourage a transition from laundered cloths and rags to products specifically engineered for industrial cleaning tasks. With long-standing cleaning contracts, manufacturing facilities can often become oblivious to the poor standards of cleanliness of their laundered cloths. In contrast, WypAll\* Cloths deliver a clean consistent and high-quality experience every time.

While employees are sorting through inconsistent and often unusable piles of rags, they could already be on to the next job if they used the WypAll\* range of more durable, absorbent cloths. Switching to this new-generation of cloths offers less quality issues and dramatically reduces waste and disposal costs.

“Increasingly important in manufacturing is the need to improve their cleaning efficiency whilst cutting down on waste and costs,” adds Simon Justice, Manufacturing Marketing Manager at Kimberly-Clark Professional\*. “All WypAll\* cloths are designed to specifically help reduce waste, improve productivity, and increase the overall efficiency of operations.”

WypAll\* is the number-one brand in disposable cloths in the UK, and *Who would you hire?* flags up why WypAll\* is a preferred product for removing oil and grease and tackling tough scrubbing jobs across industrial manufacturing sectors including engineering, aerospace, metal and transport.<sup>3,4</sup>

As well as WypAll\* ForceMax, Kimberly-Clark Professional\* offers a complete range of cloths for light-duty and general-purpose wiping, to medium-duty cleaning tasks and tough maintenance and cleaning jobs. WypAll\* products tackle the toughest grime, stains and liquid messes.

WypAll\* ForceMax comes with a self-dispensing case with measured stacks helping users control cloth consumption and delivery of each smooth, consistent, durable cloth – no more jamming, no more torn cloths, no more user frustration. And with each dispensing box

containing 480 cloths, the WypAll\* ForceMax on average occupies 68% less space than rags.<sup>2</sup> This makes it both a dynamic and compact cleaning solution for users across virtually all industrial sectors. <http://www.kcprofessional.co.uk/hirewypall>.

Ends

1. Results of Laboratory Tests July 2017
2. Comparison based on average WypAll\* cloths usage vs average rag usage
3. Results of Hall Test research conducted by Sapio Research July 2017
4. Precision Research



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#### **Notes to Editors:**

##### **About Kimberly-Clark Professional\***

Kimberly-Clark Professional partners with businesses to create Exceptional Workplaces, helping to make them healthier, safer and more productive. Key brands in this segment include: Kleenex, Scott, WypAll, Kimtech and Jackson Safety. To see how Kimberly-Clark Professional\* is helping people around the world to work better, please visit [www.kcprofessional.com](http://www.kcprofessional.com).

##### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust Kimberly-Clark's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in 80 countries. To keep up with the latest news and to learn more about the Company's 145-year history, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](https://www.facebook.com/kimberlyclark) or [Twitter](https://twitter.com/kimberlyclark).