



11 December 2019

Kimberly-Clark Professional™ launches WypAll® Reach™ Centrefeed System

Following positive feedback from two of its biggest UK foodservice customers, Kimberly-Clark Professional™ has launched the WypAll® Reach™ Centrefeed System.

A recent report called 'You can't put a price on hygiene in the HORECA trade'¹, looked at how customer trust and goodwill that can take so long to build, can be destroyed in an instant due to poor hygiene. The report says: "Customer complaints and bad reviews can have a devastating impact on your business and reputation. Worse still, serious food contamination and illness issues can result in closure of your business.

"From kitchens and food preparation areas through to eating areas and washrooms – hygiene is non-negotiable. The health and safety of customers and staff is paramount and by making hygiene a top priority, catering managers and owners can drive customer confidence and loyalty and ultimately business success."

Maintaining food hygiene and food safety standards is crucial for every foodservice business and the WypAll® Reach™ Centrefeed System has been designed to improve hygiene and reduce contamination. It's a fully enclosed, one-wipe clean, hygienic wiping system that helps prevent transmission of food-borne bacteria caused by handling of exposed blue rolls.

The WypAll® Reach™ Centrefeed System provides a safer alternative to traditional loose centrefeed blue rolls, where multiple users can handle a roll up to 70 times before it is finished. This creates major concerns in the catering industry where some 80% of illnesses are transmitted on our hands².

Beyond its hygiene and food safety advantages, the WypAll® Reach™ Centrefeed System dispenser has been designed to look professional in all front of house areas. The sleek smoked-grey dispenser is small and discreet, looking attractive in any restaurant environment. The dispenser is supplied with a wall bracket to both house the dispenser or transform it into a wall mounted system – allowing for the most convenient and flexible usage.

Wastage is also a big issue when using undispensed centrefeed blue rolls as individual users can unwind up to 2.5 metres each time – creating a lot of waste. By using a controlled, single-sheet dispensing system, less paper is used and the WypAll® Reach™ Centrefeed System reduces paper consumption and cuts paper waste by over 20%.

“Maintaining food hygiene and food safety standards should be at the top of the agenda for every food service operation,” said Kimberly-Clark Professional™ EMEA Senior Brand Manager, WypAll®, Ed Borrini. “We listened to and analysed feedback from our customers and brought them along on the journey to help to develop a system that meets their needs of improving hygiene, while also reducing waste and enhancing their image.”

“WypAll® is the UK’s No 1 brand in professional wiping paper, and all of the products in the range are designed for a specific task, giving users the confidence that the product will perform every time.

“The WypAll® Reach™ Centrefeed System is convenient, portable and always at hand. It has been designed to look good and perform brilliantly, improving hygiene, and reducing paper usage and waste – so therefore saving money, while also contributing a positive environmental sustainability gain.”

¹ <https://europeantissue.com/you-cant-put-a-price-on-hygiene-in-the-horeca-trade>

² <https://www.cdc.gov/handwashing/why-handwashing.html>

Ends



The WypAll® Reach™ Centrefeed System provides a safer alternative to traditional loose centrefeed blue rolls



The WypAll® Reach™ Centrefeed System is convenient, portable and always at hand

For further information, please contact:

Stephanie Sergeant

Suzanne Howe Communications

Tel: +44 (0)2034 680923

Email: steph@suzannehowe.com

Twitter: [@suzannehowecomm](https://twitter.com/suzannehowecomm)

Web: www.suzannehowe.com

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 Kleenguard. To see how Kimberly-Clark Professional™ is helping people around the world to work better, please visit www.kcprofessional.co.uk.

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 or follow us on [Facebook](#) or [Twitter](#).