



18 November 2020

Kimberly-Clark Professional – Project 360°

***Only 31% of people think that hygiene practices in factories are OK
Hygiene remains top of the industry agenda***

As England commences a second lockdown, the manufacturing sector remains open under the latest rules, but the recent surge of the Coronavirus pandemic has heightened focus on employee safety. Now more than ever, hygiene protocols are imperative to the manufacturing sector, to ensure the safety of its staff and to ensure businesses can stay operational throughout this pandemic.

A survey about how Covid-19 has affected perceptions of cleanliness and hygiene in workplaces conducted by Harris Interactive on behalf of Kimberly-Clark Professional™, showed that three out of four people in the UK did not feel safe going back to their place of work following the first lockdown*, and 86% said they would still avoid a facility if they didn't think it was Covid-secure*.

“Kimberly-Clark Professional™ has provided productivity and hygiene solutions to the manufacturing sector for many years with products like WypAll® Wipers, KleenGuard® PPE and Kleenex® and Scott® washroom products. We know that alongside the need for increased hygiene measures to ensure that employees feel safe, there are other priorities to juggle – from changes in operations and supply chain disruption to financial impact,” says Olena Neznal, Vice President, Kimberly-Clark Professional™ EMEA. “Indeed, the survey revealed that 53% of manufacturers anticipated a change in operations as a result of the Coronavirus outbreak*, and 78% said that the uncertainty would have a financial impact*.”

As the leaders in workplace hygiene, Kimberly-Clark Professional™ is keen to fully uncover the concerns and issues around returning to work across all sectors. The company commissioned Harris Interactive to discover how people really felt about their workplaces in the manufacturing

sector and found that in the factories, warehouses, and distribution sector, 79% of respondents are now more aware of hygiene practices*.

“Only manufacturers which win the confidence of their employees, suppliers and customers will thrive, and from this research it is clear that hygiene is now top of the manufacturing agenda,” adds Neznal.

Interestingly, six out of seven of the most important factors listed in the research were cleaning and hygiene related, with only 31% thinking hygiene practices in factories are currently adequate*, 61% saying that seeing cleaning in action was important*; and 59% wanting cleaning and disinfecting procedures communicated clearly*.

Neznal notes that “many businesses are clearly not doing enough, and people are scared, so these findings are crucial in guiding our ability to ensure we offer the best advice and solutions. There are no shortcuts to workplace hygiene – we need to cover every angle.”

360° Hygiene & Protection programme

Kimberly-Clark Professional™ has introduced the 360° Hygiene & Protection programme to help businesses get back on their feet and restore confidence.

Kimberly-Clark Professional™ offers specific manufacturing facility support through considering need areas and tools to assess your facility and identify germ hotspots. Hotspots are objects such as tools, control panels, door handles, sink fixtures, lift buttons, and stair rails that are touched by many throughout the day and need frequent cleaning and disinfection to help break the chain in germ transmission.

The next step is implementing cleaning and disinfecting protocols and introducing the correct hand hygiene and surface wiping solutions. Finally, Kimberly-Clark Professional™ promotes hygienic workplace practices by providing communication tools to help create awareness, which is a vital and important part of making people feel safe.

A free no obligation Virtual Hygiene Walk – which you can be booked through the microsite https://home.kcprofessional.com/UK_PR_TTNS_0920 – reviews a facility and provides expert guidance on cleaning and hygiene protocols, recommending the right product solutions to tackle key hygiene hotspots. We have produced an in-depth guide for the manufacturing industry

https://home.kcprofessional.com/UK_PR_Manu_1120 to show the most appropriate products and solutions.

“Reassuring employees with visible hygiene actions has never been more important for a manufacturer’s survival, and yet not all are behaving this way,” says Neznal. “Kimberly-Clark Professional™ is the expert in workplace hygiene and is championing the need for hygiene to take centre-stage.

Ends



During the second lockdown hygiene shifts further up the agenda for manufacturing and industry to ensure operations stay open through pandemic

* Source: How has COVID-19 affected perceptions of cleanliness and hygiene? Harris Interactive on behalf of Kimberly-Clark; July 2020. UK n=1,097

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](#).