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# BEYOND FORESTS\*





# A New Era of Fiber Diversification Begins Now

Several KLEENEX® and SCOTT® Brand towel and tissue products now contain non-tree fibers. It's the next step on our sustainability journey - one that reinforces our commitment to **Reduce Today, Respect Tomorrow\***.



Reduce Today, Respect Tomorrow\* challenges us to consider the environmental impacts at every stage of our products' lifecycle. It includes a focus on innovation and design, and calls for responsible sourcing of raw materials, such as fiber.

As global demand for the world's resources increases, sourcing alternative fibers becomes critically important. Incorporating these fibers into health and hygiene products is one more step in our efforts to reduce reliance on resources today, while respecting the needs of future generations.

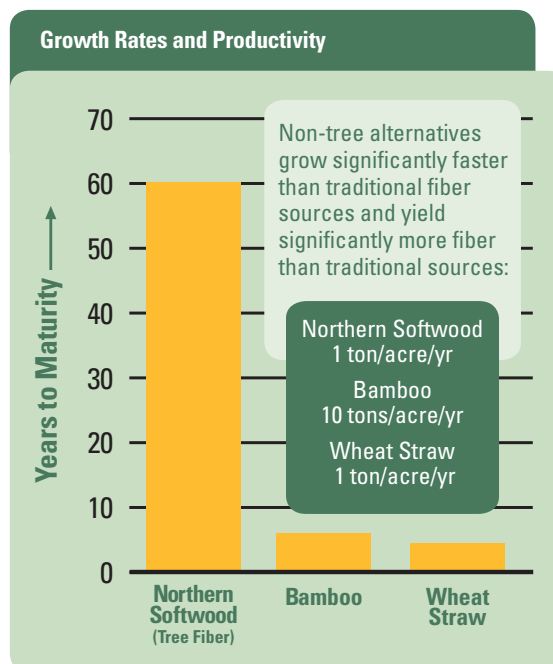
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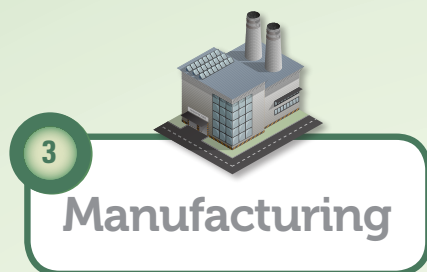
# Leading the way with alternative fibers

**Performance without compromise.** Now you can enjoy the premium softness of KLEENEX® or the reliable value of SCOTT® Brand products, while knowing your choice supports innovation in environmental stewardship. Advantages of using alternative fibers include:

- **Rapidly renewable.** Alternative fibers such as wheat straw and bamboo meet the U.S. Green Building Council's definition of "rapidly renewable" materials, meaning they are able to regenerate themselves in less than 10 years. Their shorter harvesting cycle reduces the amount of land required to support demand.
- **Agricultural byproducts.** Crops already being grown can offer new fiber sources. For example, wheat straw is a natural byproduct of harvesting grain. Using it in paper products puts the "leftovers" to good use.
- **Innovating for our future.** By choosing products that incorporate alternative fibers, you show your support for the type of innovation that will help drive our collective success in the future – as businesses and as a society. After all, we live in an increasingly resource-constrained world and we must act to reduce the consequences of our choices.



# Focusing on a lifecycle approach to sustainability



## A fresh approach to raw materials

Because fiber is such an integral component of tissue and towel products, we're working to ensure that the fibers we use remain available and cost effective.

- Most of our fiber comes from recycled sources – giving new life to existing waste paper streams.
- The virgin tree fiber we use comes from independently certified sources, assuring that it is from sustainable, well-managed forests.
- Many KLEENEX® and SCOTT® Brand towels are made with UCTAD technology, a process that uses up to 17% less fiber and contains ABSORBENCY POCKETS\* that allow people to use less (and waste less).
- Now we are discovering entirely new fiber streams that deliver the same quality, performance and value to our towel and tissue products.



# Why look BEYOND FORESTS\*

Forests and trees are absolutely essential to life. Trees clean the air, purify water and control erosion. They help maintain biodiversity by supporting plant and wildlife species. Plus more than 1.6 billion people worldwide depend directly on natural forests for food, clothing, shelter and traditional medicine.

The truth is, trees can be a renewable resource. A well-managed forest will benefit wildlife and neighboring communities for generations. Yet, almost half of the Earth's original forest cover is gone, much of it destroyed within the past three decades. That's why we have chosen to be a leader and look for solutions Beyond Forests\*. Many of our products use a large amount of recycled fiber content, and virgin fiber is only used from suppliers that are certified to recognized, credible forest management certification systems.

As a leader in the industry, we are continuously looking for solutions Beyond Forests\*.










KIMBERLY-CLARK PROFESSIONAL\* is the first major towel and tissue manufacturer in North America to introduce products containing natural, non-tree fiber.

### Towels with Non-Tree Fibers

	KCP Code	Waxie Code	Description	EPA	FSC	EcoLogo	Color	Ply	Size (WxL)	Qty/Unit	Units/Case	Qty/Case	Fits Dispensers
	25639	850892	KLEENEX® Hard Roll Towels, MOD* System, contains 20% Bamboo Fiber	✓	✓	✓	White	1	7.5" x 700' 19.0cm x 213.4m	700' 213.4m	6 rolls	4,200' 1,280.4m	34367, 34364, 34369, 34368, 34371, 34370, 34372, 34373, 34374, 35610, 35614, 35613, 31501, 31498
	11829	850342	SCOTT® Multi-Fold Towels contains 20% Wheat Straw Fiber	✓	✓	✓	Eggshell	1	9.2" x 9.4" 23.4cm x 23.9cm	250 sts.	16 pks.	4,000 sts.	09905, 09906

### Bathroom Tissue with Non-Tree Fibers

	KCP Code	Waxie Code	Description	EPA	FSC	EcoLogo	Color	Ply	Size (WxL)	Qty/Unit	Units/Case	Qty/Case	Fits Dispensers
	25678	851219	SCOTT® Standard Roll Bathroom Tissue contains 20% Wheat Straw Fiber	✓	✓	✓	Eggshell	2	4.1" x 4.0" 10.4cm x 10.2cm	506 sts.	80 rolls	40,480 sts.	09021
	07001	851211	KLEENEX® COTTONELLE® Coreless Standard Roll Bathroom Tissue contains 20% Bamboo Fiber	✓	✓		White	2	4.0" x 4.4" 10.2cm x 11.2cm	800 sts.	36 rolls	28,800 sts.	09021, 09604, 09605, 09606
	41884	851223	SCOTT® Coreless JRT Jr. Bathroom Tissue contains 20% Wheat Straw Fiber	✓	✓	✓	White	2	3.78" x 1,150' 9.6cm x 350.5m	1,150' 350.5m	12 rolls	13,800' 4,206m	09601, 09602, 09603, 09608, 09609, 34831, 34832

**EPA** Meets EPA guidelines for minimum post-consumer waste content: towels 40%, bathroom tissue 20%

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#### Our Guarantee

Your total satisfaction means everything to us. If, for any reason, our products do not meet your expectations, Kimberly-Clark will reimburse you† for your initial purchase, via FREE product, for up to \$1,000.

For more information on KIMBERLY-CLARK PROFESSIONAL\*, visit us online at [www.kcprofessional.com](http://www.kcprofessional.com), contact your Kimberly-Clark Sales Representative, or call us at 1-888-346-GOKC (4652).

† Guarantee extended to consuming end-user accounts only.



The mark of responsible forestry

Kimberly-Clark warrants that its products (1) comply with K-C's standard specifications as of the delivery date to K-C's authorized distributors/direct purchasers (2) comply with all K-C labeling representations; and (3) are manufactured in compliance with all applicable federal, state, and local laws in effect at the time and place of manufacture of the products. **THIS WARRANTY IS IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.** K-C is not liable for any kind of special, incidental, or consequential damages. K-C's liability for breach of contract, tort or other cause of action shall not exceed the product purchase price. Purchasers and users are deemed to have accepted the above warranty and limitation of liability, and cannot change the terms by verbal agreement or by any writing not signed by K-C. To the extent required by applicable law, K-C does not limit its liability for death/injury resulting from K-C's negligence.

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Printed in the USA. KC12314 05/14



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Effective February 2014