

Sustainability and KCP's Approach

Reduce Today, Respect Tomorrow

16 January 2012





Why Is Sustainability So Important?

- It is a key Value Driver for our end user, the customer!
- It is something Kimberly-Clark Professional has as a competitive advantage on over other manufacturers.



Reduce Today Message

*We don't simply recommend products with **high** recycled content.*

*We recommend products with **low** environmental impact.*



Reduce Today Message

We recommend products designed to ***reduce***:

- How much you use.
- How much you waste.
- How much goes to the landfill.
- How much it costs.



Reduce Today Message

We strive to reduce consumption at every stage of a product's lifecycle...

offering our customers high-performing, environmentally responsible choices.

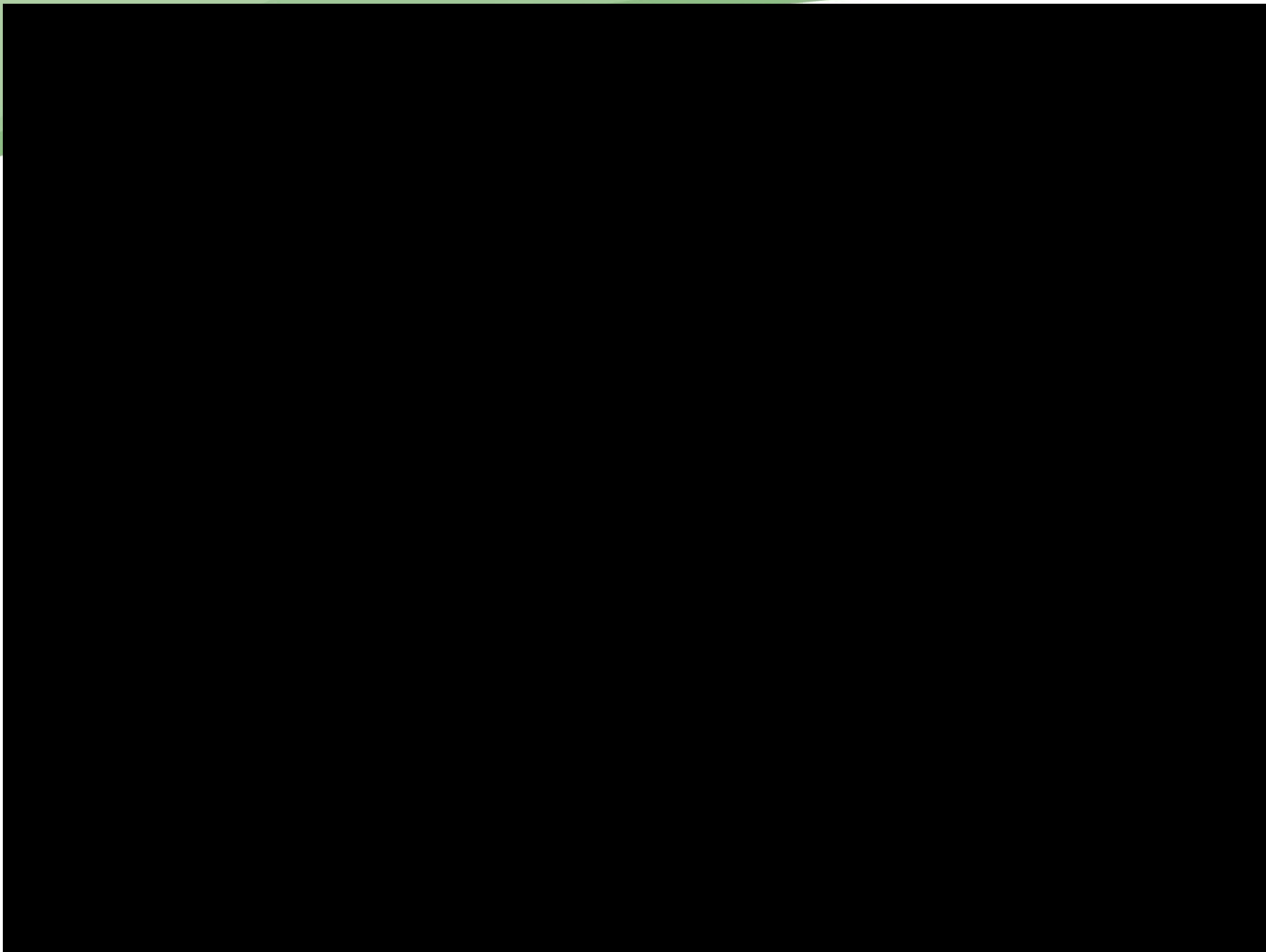




*It's good to recycle.
It's time to reduce.*

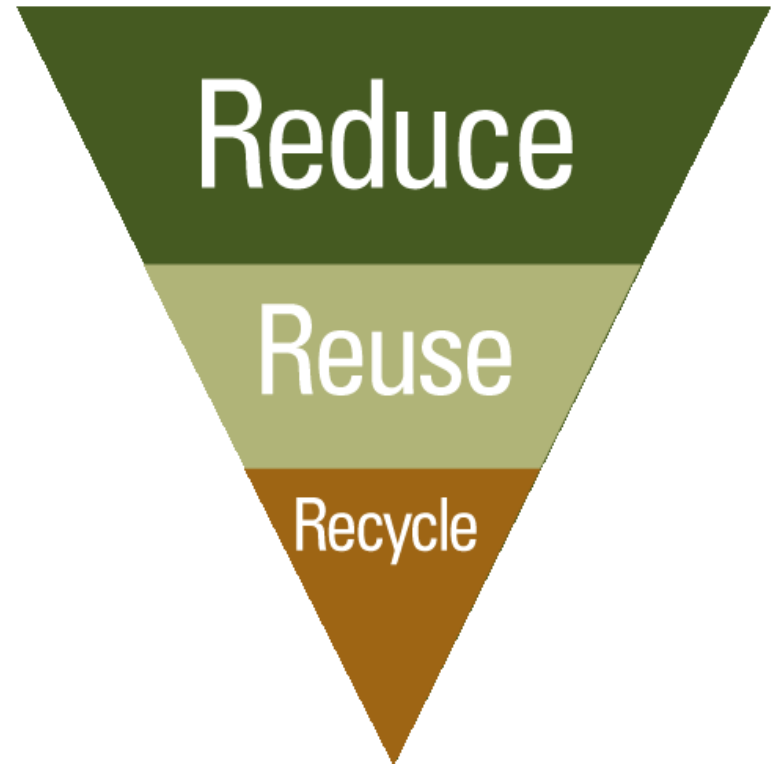


Reduce Today, Respect Tomorrow Video



The Importance Of Reducing

- The EPA's hierarchy:
Reduce, Reuse, Recycle
- REDUCE has the biggest impact on the environment!
- That is why source reduction is such an important concept



Life Cycle Approach

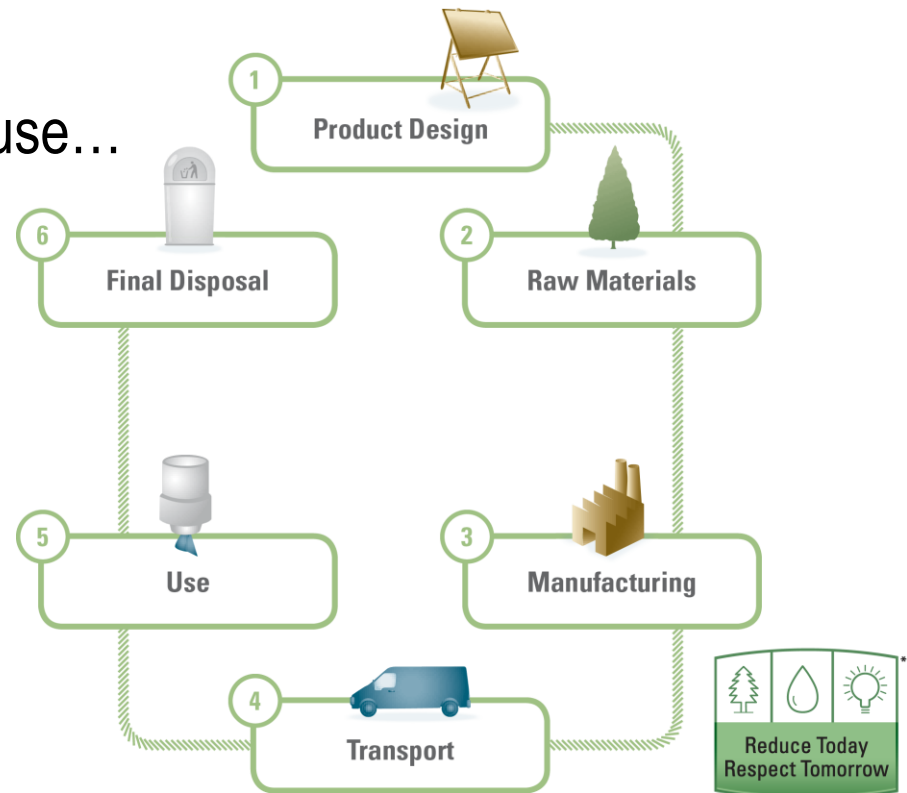
Our goal is to reduce environmental impact at every stage of a product's lifecycle.

The Life Cycle Approach makes sense for the environment because...

When you **reduce** how much you use...

You **reduce**:

- Raw materials needed
- Water used
- Energy consumed
- Total packaging





This is the power of **Source Reduction**

Reducing waste before it becomes waste

This is the essence of:

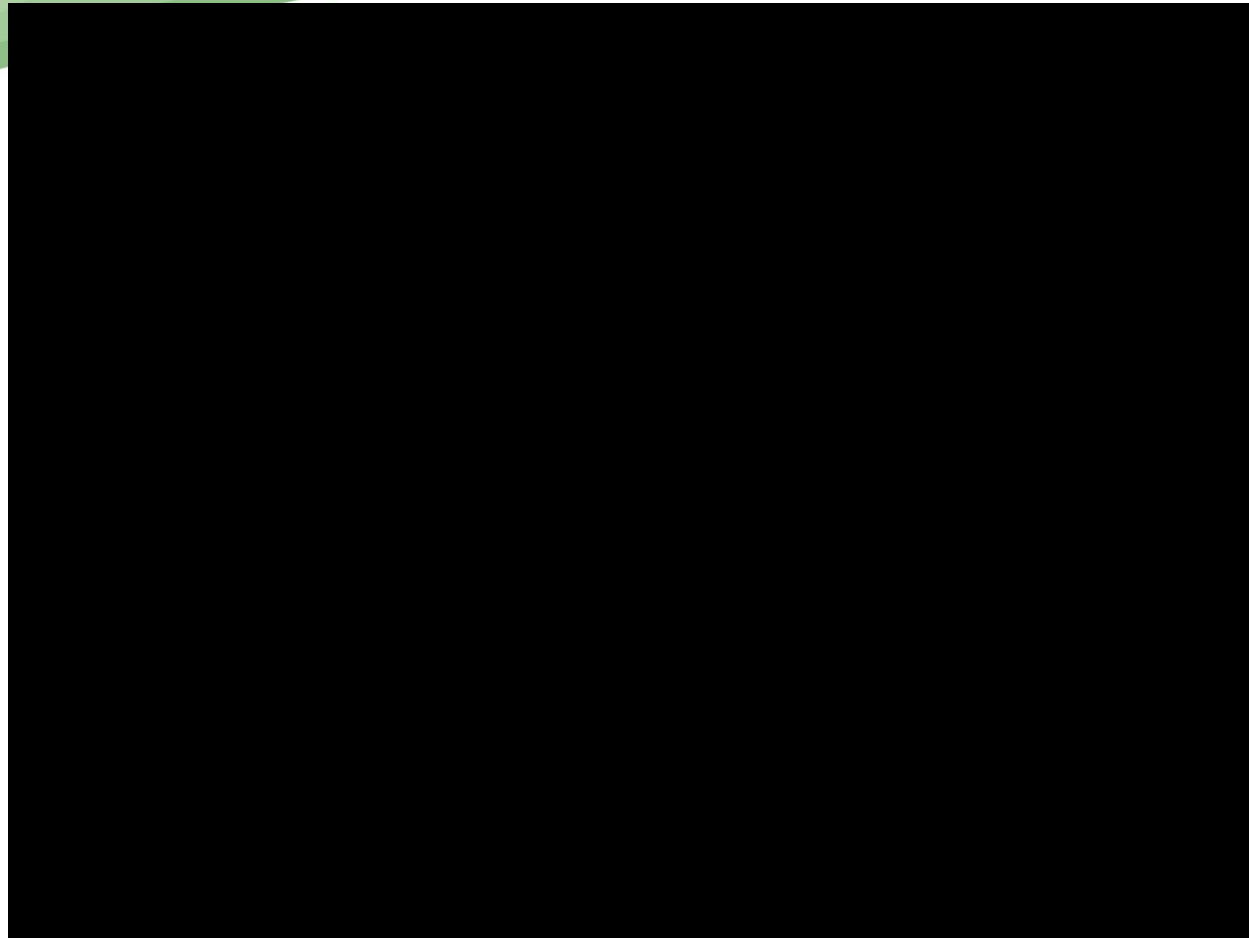
Reduce Today, Respect Tomorrow

Lets See How We Can Deliver on This...





Designed to Reduce Video



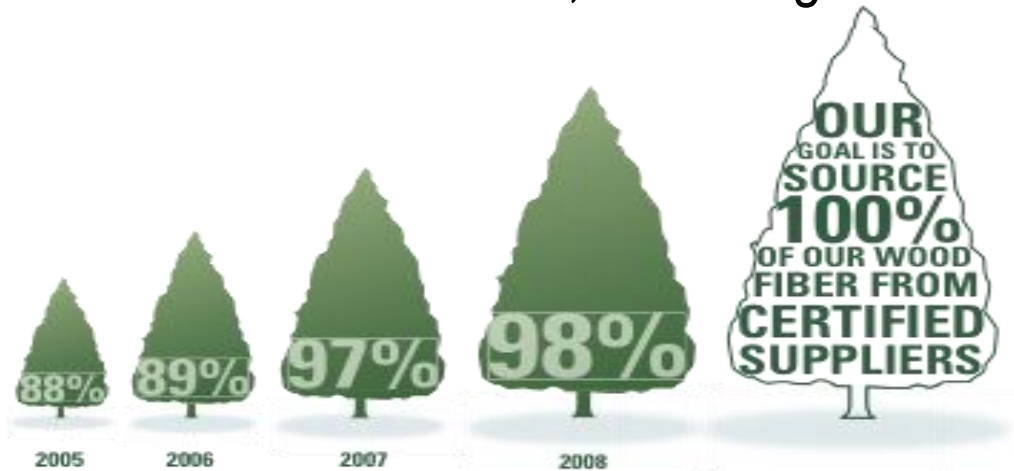
Butterfield & Vallis





KCP Uses More Recycled Fiber than Virgin Fiber!

- Over 90% of Towel, Bath Tissue, Facial Tissue and Napkins meet or exceed EPA guidelines
- Almost 1 out of 5 WYPALL* Wiper codes meet or exceed EPA guidelines
- We have a full line of 100% recycled towel and tissue products
- Today, 98% of our virgin fiber pulp suppliers are certified to one of five well-known certification schemes, with the goal of reaching 100%.





KIMBERLY-CLARK PROFESSIONAL is
The 1st Tissue Company
in North America With FSC Certified Products!*



Mixed Sources

Product group from well-managed
forests and other controlled sources

Butterfield & Vallis



What is the Conversation?

- Focusing on 100% recycled alone does not look at 100% of the picture
- Through our more holistic approach aimed at reducing the use of the world's resources, customers can be assured of two things:

1. **Kimberly-Clark is an environmentally responsible company**
2. **KCP product solutions can help our customers be environmentally responsible**



Butterfield & Vallis



Products with FSC and/or EPA certification

Folded Towels



Hard Roll Towels



Jumbo Roll Tissues

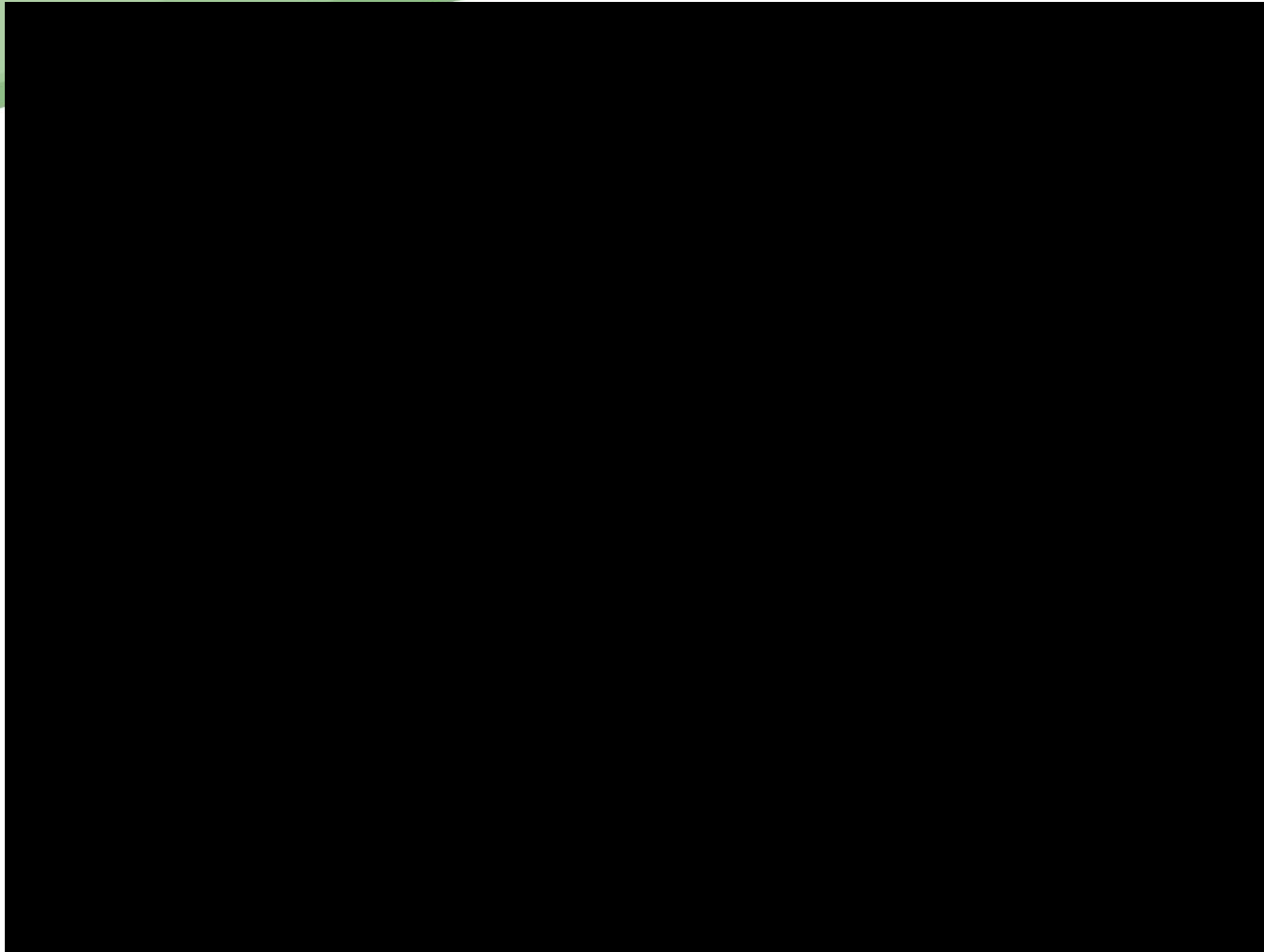


Facial Tissue





A Mix is Smarter Video





Green Seal™ Bundle

Green Seal™ bundle includes products containing 100% recycled fiber and chlorine free process.

Green Seal™ Bundle





Best Practice

Caribe Hilton Hotel

Puerto Rico

- Kimberly-Clark Professional, with the campaign *Reduce Today, Respect Tomorrow*, trained the hotel employees on the importance of protecting the environment.
- Caribe Hilton Hotel becomes an environmentally responsible partner.

- KCP “decorated” the back of the house bathrooms promoting the message that we all can be part of the solution by reducing usage of the products.
- The hotel included all “green” KCP products (Bath Tissue, Hand Towels and Hand Soap).
- As part of the agreement, KCP trained the housekeeping personal on the sustainability approach and how they can contribute to a better environment.

“You are part of the solution.”





Green Cleaning
Certification
Housekeeping Staff

Sign up for the next certification course...and
YOU'LL BE PART OF THE SOLUTION



Employees Campaign

Keep it clean!



Take care of it!

Preserves and protects your bathroom and use only what is necessary...
AND YOU'LL BE PART OF THE SOLUTION

Change The Conversation Today!



*It's good to recycle.
It's time to reduce.*