

KIMBERLY-CLARK INTRODUCES CORELESS BATH TISSUE

Provides Increased Capacity With Pleasing Appearance of Standard Size Roll

ROSWELL, GA, July 10, 2001 — In 1985, when Kimberly-Clark introduced Jumbo Roll Tissue, the first bathroom tissue system of its kind to contain the equivalent of up to 12 rolls in length of standard tissue in one, it revolutionized the industry. Not only did it provide a high-capacity dispenser that lasted longer, it also offered source reduction benefits by eliminating individual wrappers and using fewer cores.

Now, Kimberly-Clark is again unveiling a new bathroom tissue system — coreless bath tissue. Coreless bath tissue has the center hole filled in with bath tissue. There is no hole and no cardboard core.

As a result, coreless tissue offers double the number of sheets as Kimberly-Clark standard bath tissue with the same pleasing appearance. It is ideal for busy office buildings, stadiums, schools, restaurants and manufacturing facilities that desire additional capacity, yet prefer the look of a standard size roll or don't want to change existing standard recessed dispensers.

With greater capacity on a roll, coreless tissue lasts longer, saving maintenance time with less frequent run-outs. In addition, there are no cores to throw away.

Coreless tissue retrofits easily into existing traditional dispensers. Handy adapters, which are approximately 3/4" by 1.5", gently press an indentation into the tissue to hold it in place. No tools or spindles are required to hold the rolls.

Two varieties of Kimberly-Clark coreless tissue are available, KLEENEX® COTTONELLE® Coreless Tissue with 800 sheets and SCOTT® Coreless Tissue with 1,000 sheets. Both come with six small poly-wrapped inner packages to a case.

Kimberly-Clark also offers a double roll dispenser for coreless tissue — the WINDOWS® Covered Double Roll Dispenser, a sleek, high performance

dispenser that's ideal for image and hygiene-conscious properties. The dispenser holds the equivalent of four rolls of bath tissue. It has a sanitary cover to protect spare tissue and can be adapted with decorator strips in its window to complement any décor. With a smoke/putty finish the WINDOWS® dispenser unit measures 10.25" W x 7.125" H x 5.88" D.

As with all Kimberly-Clark products, KLEENEX® COTTONELLE® Coreless Tissue and SCOTT® Coreless Tissue come with the Kimberly-Clark "No Questions Asked" guarantee. The guarantee reimburses purchasers up to \$1,000 worth of free product if the initial product does not meet expectations.

For more information on KLEENEX® COTTONELLE® Coreless Tissue and SCOTT® Coreless Tissue, contact your Kimberly-Clark sales representative or call 1-888-346-GO-KC (4652).

Kimberly-Clark Corporation is a leading global manufacturer of tissue, personal care and health care products. The company's global brands include HUGGIES®, PULL-UPS®, KOTEX®, DEPEND®, KLEENEX®, SCOTT®, KIMBERLY-CLARK®, TECNOL®, KIMWIPES® and WYPALL®. Other brands well known outside the U.S. include ANDREX®, SCOTTEX®, PAGE®, POPEE® and KIMBIES®. Kimberly-Clark is also a major producer of premium business, correspondence and technical papers. The company has manufacturing operations in 40 countries and sells its products in more than 150 countries.

Kimberly-Clark Professional provides tissue and towel products, skin care products, and industrial wipers for workplace settings.

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