



2020

INNOVATION





Restrooms are among **THE TOP 3** sources of complaints.

And they can have a major impact on one's impression of a facility.

Which is why at KCP,
our mission is to
ELEVATE
the restroom experience...



...with our trusted, familiar brands
and game changing innovation.



Kleenex[®]
BRAND



Scott[®]
Brand



WYPALL[®]
BRAND

INTRODUCING Elevated Scott® Design

We're making our mark –
it's unmistakably Scott®.



pattern detail enhanced for better visibility on screen

4:1
preference*



**2019 KCP Brand Differentiation Study*

4
years

11
studies

200+
hours of trials

\$200
million
invested

4500
Choosers
and users

We've spent the time and money to find the right solution.



Hard Roll Towels



Bath Tissue



Scott® Pro High Capacity
Hard Roll Towels 1150'
(25700/25702/25703)



Scott® Control
Slimroll™ Towels
(47032/47035)



Scott® Essential High
Capacity Hard Roll
Towels
(02001)



Scott Pro® Paper
Core, SRB Tissue
(47305)



Scott Essential®
Coreless Jumbo
Roll Tissue
(07006)

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What's Elevated?

- 4 out of 5 Preferred
vs. the industry standard*
- Higher User Preference
across absorbency, durability and strength
- NSF Certified Towels
(safe for use in food areas)
- Dermatologically Tested
and approved
- New Flushable Core
(Scott® Paper Core Hi Cap SRB 47305)



Visible Credit
for the chooser providing
quality in their facility

Scott® Pro Paper Core, High Capacity SRB (47305)

NEW
PRODUCT
FORMAT!

100%
roll utilization

Improved Core

Updated paper core is flushable and offers better performance than previous corrugate and coreless technology.

10%
more sheets

More Sheets per Case

Compared with the industry standard.



Unmistakably Scott®

Elevated Scott® Design preferred 4:1
vs. standard roll bath tissue.*

**2019 KCP Brand Differentiation Study*

Various sales tools are available to help you **SELL!**

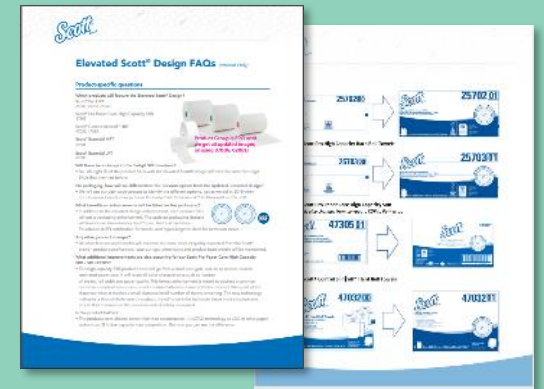
2 helpful sources:
Your KCP Sales Rep and the Launch Website



Videos



Product Samples



FAQs & helpful flyers




Product Sample Swatch book


Elevated Scott® Design Distributor Launch Page

Learn
More

Taking our iconic brand to new heights

We dedicated more than four years and invested \$200 million in our mills and other U.S. assets to bring this winning solution to market. Click on each of the icons below to see how the timeline evolved.

 \$200M invested to Elevate the Washroom experience.



A horizontal timeline showing years from 2016 to 2020. The 2020 icon is highlighted in orange, indicating the current year.

Request
Samples

See and feel the quality! Request a sample swatch book

This swatch book lets you share the look, feel and benefits of Elevated Scott® Design with your customers. Request your kit today! A great education for you, and a great leave-behind for your customer visits. Then, in early April, your top-tier customers will have their own portal to place a kit order as well.*

The following SKUs will be enhanced with the new Elevated Scott® Design:

- Scott® Pro HRT – 26700, 26702, 26703
- Scott® Pro Paper Core High Capacity SRB – 4730F
- Scott® Control Slimroll™ HRT – 47032, 47038
- Scott® Essential HRT – 02001
- Scott® Essential Coreless JRT – 07006



After April 1st, come back here, to share the updated portal link with your customers. It's a unique landing page just for them that includes pertinent information about the redesign, FAQs, a place to request their own swatchbook and more!

I'm not a robot 

REQUEST NOW


*Required Field

Form fields: Name (Kristen), Email (kristen.venegas@kcc.com), Phone (404)3623337, Address (1400 Holcomb Bridge Rd), City (Marietta), State (GA), ZIP (30066), Country (United States).


Access
Tools

Tools and resources to help you succeed


Everything you need to communicate the benefits of this enhancement.



Need help describing this new launch?
We've put together a quick reference guide to help you share the details with customers.
[Get the selling aid >](#)



Customer outreach
Click the link below to find an email you can share with your customers. Let them know why Elevated Scott® Design is preferred. 4/24.
[Get the email >](#)



Frequently asked questions
Answers to commonly asked questions in an easy-to-use downloadable format.
[Read the FAQs >](#)

home.kcprofessional.com/esdswatchbook

What should I do now?



**EXISTING CUSTOMER
COMMUNICAITON**



**VISIT
LAUNCH WEBSITE**



**REQUEST
PRODUCT SAMPLES**

Need a refresher?

KCP Advantage Rewards Training Available 4/1

Thank you. Any questions?

Elevated Scott® Design



Scott[®]
Brand