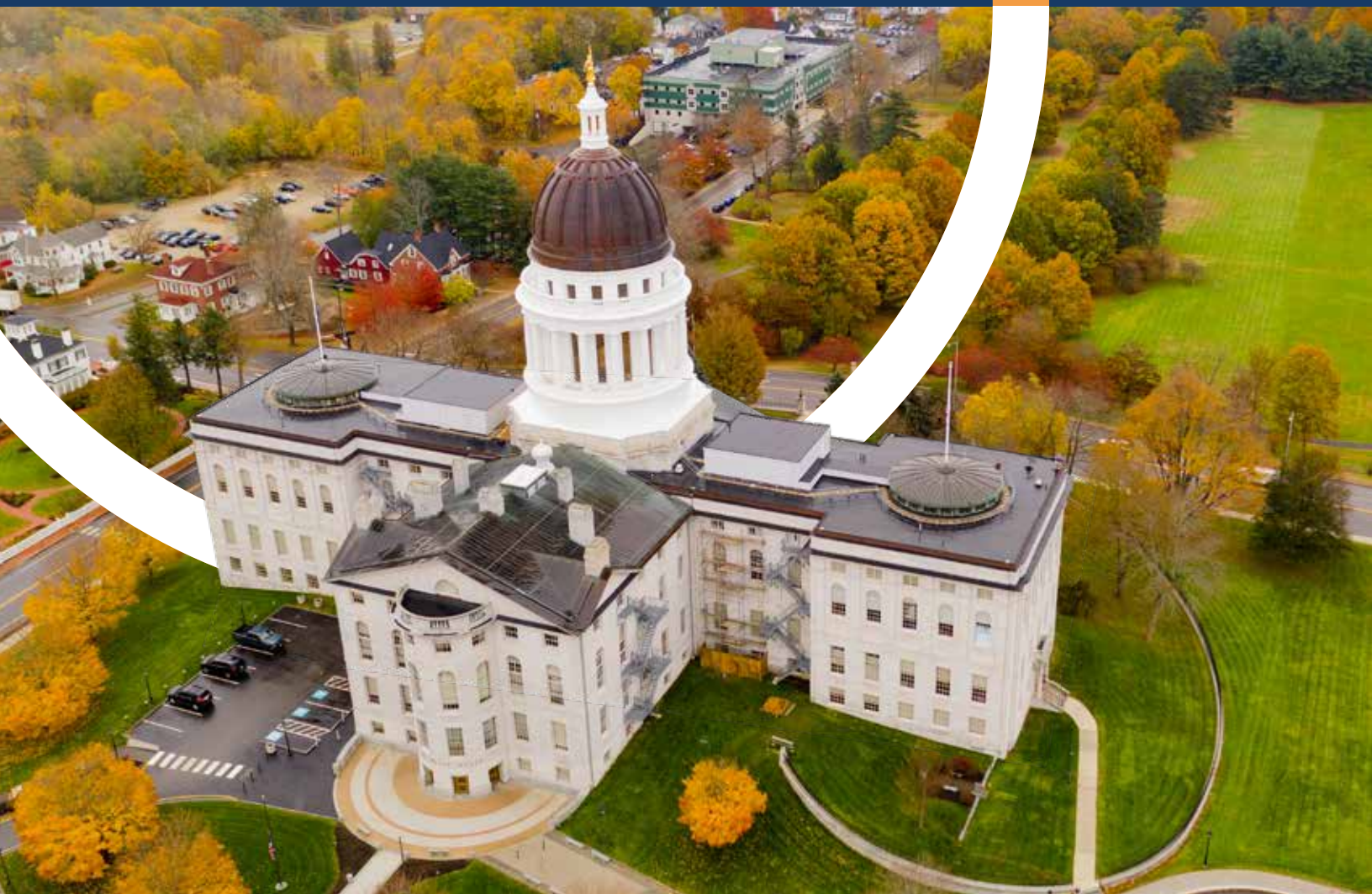


# Government & Education Sales Playbook



# Segment definition

The Government/Education segment generally consists of two focus areas:

**Non-Federal Government** – This tends to be a shorter selling cycle, and includes:

- State and local agencies
- City and county agencies
- Education (K-12) and higher education
- Non-profit agencies, religious organizations
- Native American tribes and related businesses (casinos)

**Federal Government** – This is a longer selling cycle, and includes areas like:

- The federal government and its agencies (e.g., Dept. of Defense, Dept. of Transportation, VA, USPS, Federal Reserve and TSA)
- Branches of legislative government
- Secret Service
- IRS
- All branches of military



94%

of agencies use co-op contracts as part of the overall procurement strategy

## Value drivers



**Employee Safety**

Employee and workplace safety are usually the top priorities in any facility.



**Cost**

Government and educational facilities are budget conscious and often won't try something new due to fear of increased expense.



## The call point

When calling on a government or educational facility, the critical decision makers can be:

- Environmental services
- Maintenance manager
- Fleet/transportation manager
- Procurement/purchasing managers
- Facilities/custodial manager
- Nutrition services manager (education)

## Probing questions



## Opportunity

- What areas in your facility are the biggest challenge to keep clean? What are you using to clean? What issues might they have?

- Scott® Essential Solutions offer reliable performance and a great value, all from the most trusted restroom brand in the U.S. including:

- 950' roll towels with manual and electronic dispensers.
- The longest jumbo roll tissue on the market.
- Hand soap and sanitizer with alcohol-free options.

- WypAll® is the #1 brand of disposable wipers in the U.S. and Canada and you get a clean, consistent towel every time.

- WypAll® Wipers can help reduce waste so you spend less.
- Address the "cleanliness" of shop towels and rags.
- No-risk Money Back Guarantee.

- WypAll® Waterless Wipes are a great tool for all-purpose, stubborn cleaning, with no alcohol or chemicals.

- Do well-known trusted brands matter in this environment?

- 70% of decision makers in this space are willing to pay more for brand-name products. Our brands boost customer satisfaction.

- Are your workers wearing PPE to protect themselves or the process?

- KleenGuard™ PPE products are designed with comfort and productivity in mind.



### Hygiene

Proper cleaning protocols and proper hand hygiene are critical to controlling the spread of illness.



### Sustainability/ Compliance

Sustainability is increasingly becoming a priority for government and education agencies.

N RECEPTION



Federal  
**24%**  
of total spend

State  
**9%**  
of total spend

Local  
**67%**  
of total spend

Annual government spending: \$1 trillion

## Common applications

- Tools & workspaces
- Machinery & parts
- Vehicle/fleet maintenance & repairs
- Vehicle/fleet cleanup & sanitizing
- Operations & assembly
- Food prep/cafeteria
- Restrooms/breakrooms
- Waste management
- Emergency preparedness

**20.2MM**

people in the U.S. employed  
by government  
& education segments  
*(approximately 14.5% of  
the workforce)*

**30-40%**

of government spending  
goes toward purchasing  
materials & supplies



# Selling against the competition

Competition: Rags | Laundered Shop Towels | Cleaning Eraser | Microfiber Towels | Economy PPE

## See this

## Sell that



### T-shirt rags

- Rags are reclaimed shirts, pants, towels, underwear, sheets, etc. that have been shredded and bagged.
- You never know what you get in a box of rags; the unknown carries safety risks.

### > WypAll® X60 Cloths

- Guarantee a clean, consistent wipe every time.
- Available in multiple formats to suit customers' needs.



### Laundered shop towels/rags/microfiber towels

- 93% of laundered shop towels were found to contain microbial contaminants<sup>1</sup>.
- Microscopic metal shavings can be transferred from hand to mouth unknowingly and can be ingested by workers.

### > WypAll® X80 Cloths

- Provide a clean, consistent cloth every time.



<sup>1</sup> According to the *American Journal of Infection Control*



### Open buckets of chemicals with rags/microfiber towels

Facilities often use open buckets of chemicals with rags or microfiber towels which is unhygienic and can render the disinfectant ineffective.

### > Kimtech Prep™ WetTask™ Wiping System

- Closed bucket system ensures you have a clean wiper every time.
- Enclosed system reduces the risk of cross-contamination.
- Basesheet specially designed to maintain disinfectant concentration without binding.



### Cleaning eraser

Used for removing tough grime and scuffs, tend to be costly, and don't perform as well as WypAll® Waterless Wipes.

### > WypAll® Waterless Cleaning Wipes

- Portable pre-saturated cleaning system for on-the-go tasks.
- Alcohol-free formulation.
- Tough on grime, easy on skin. Dual textured: smooth side for wiping hands and abrasive side for scrubbing.



### Protective eyewear on top of head

- 90% of all workplace injuries could be prevented if safety eyewear was worn.
- Compliance is challenging with cheap, uncomfortable eyewear.

### > KleenGuard™ Nemesis™ Safety Glasses

- Our most popular eyewear line because of its comfort, durability, and variety of styles.
- Recyclable through RightCycle by Kimberly-Clark Professional®.



# Lead product bundle



Look for this symbol to see which products are eligible for The RightCycle™ Program

## WYPALL® Wiping Solutions

	Heavy duty	General purpose	Light duty	On-the-go	Oil, grease & ink
Product	WypAll® X80 Cloths	WypAll® X60 Cloths	WypAll® L40 Towels	WypAll® Waterless Cleaning Wipes	WypAll® Oil, Grease & Ink Cloths
Code	41041	34790	05790	91371	33570
Key Benefit	Absorbs 30% more water and leaves 3x less lint compared to shop towels*	Absorbs 2x more water and oil than rags for faster cleanup	Soft like a tissue, absorbs like a sponge, toss like a towel	Dual-textured; smooth side for wiping and abrasive side for scrubbing	Absorbs 8x its weight in oil
Color					
Size	11.1" x 16.8"	8.34" x 16.8"	16.4" x 9.8"	12" x 9.5"	16.8" x 8.8"
Units/Case	160 sts/box; 1 box/case	126 sts/box; 10 boxes/case	100 sts/box; 9 boxes/case	75 sts/unit; 6 units/case	100 sts/box; 5 boxes/case

\* Pound for pound, based on one test lot

## KLEENGUARD® PPE Solutions

Product	KleenGuard™ Nemesis™ Eye Protection	KleenGuard™ A20 Breathable Particle Protection Coveralls	KleenGuard™ A40 Liquid & Particle Protection Coveralls	KleenGuard™ G10 Blue Nitrile Gloves
Code	25676	49103	44323	57373
Key Benefit	Durable and comfortable safety eyewear	2x greater particulate holdout than the average competitive SMS	3.8x better liquid barrier vs. DuPont™ Tyvek® 400	Tactile sensitivity and dexterity
Color	Clear lens, black frame			
Size	N/A	Large	Large	Large
Units/Case	12	24	25	100 gloves/box • 10 boxes/case

## Scott® Essential Solutions | Unequaled Reliability

Product	Scott® Essential Hard Roll Towel Systems	Scott® Essential Coreless Jumbo Roll Tissue System	Scott® Essential Coreless SRB Tissue System	Scott® Essential Electronic Skin Care System	Complement with  Kleenex® Naturals Facial Tissue
Code	48860 (Electronic) 46253 (Manual)	09602	09604	92148	
Certifications					
Units/Case	6 rolls/case	12 rolls/case	36 rolls/case	2 units/case	
Product	Scott® Essential High Capacity Hard Roll Towels	Scott® Essential Coreless Jumbo Roll Tissue	Scott® Essential Coreless SRB Tissue	Scott® Essential Alcohol Free+ Foam Hand Sanitizer	Scott® Essential Green Certified Foam Skin Cleanser
Code	02001	07006	04007	12979	91591
Certifications					
Units/Case	6 rolls/case	12 rolls/case	36 rolls/case	2 units/case	2 units/case
Product	Kleenex® Naturals Facial Tissue				
Code	21601				
Units/Case	125 sheets/box 48 boxes/case				

See your Kimberly-Clark Professional sales representative for other available sizes and solutions.

- Meets EPA guidelines for minimum post-consumer waste content
- FSC® Certified

- ECOLOGO Certified for reduced environmental impact
- NSF® Registered



Try it. Risk-free.

Save 20% in 60 days with WypAll® Wipers or specified Kimtech™ Wiping Solutions or Your Money Back. Guaranteed! ‡

‡ Guarantee extended to consuming end-user accounts with the following restrictions: Replace your current rags or laundered towels with WypAll® X Cloths, WypAll® Oil, Grease and Ink Cloths or WypAll® Foodservice Cloths; replace your current wiping system with Kimtech™ Wiping Solutions for 60 days and see a 20% savings on chemical costs (06411, 06471, 77320, 36101). The maximum amount that Kimberly-Clark Professional will pay out under this program is \$1,000 per customer facility. Void where prohibited, taxed or restricted by law. Not responsible for lost, late, misdirected, incomplete or undeliverable submissions. Kimberly-Clark Professional reserves the right to modify or cancel this program at any time. See individual brochures for specific details and eligible codes.

Other resources:

- KCP Advantage  
[www.KCPAdvantage.com](http://www.KCPAdvantage.com)
- KCP website  
[www.KCProfessional.com](http://www.KCProfessional.com)

## Help us protect our planet!

Sustainability matters to you and to us. That's why we created The RightCycle™ Program, the first large-scale recycling program that enables you to collect previously hard-to-recycle items, such as Kimberly-Clark Professional nitrile gloves, safety eyewear and single-use apparel items, and have them turned into new consumer goods. Find out more at [www.KCProfessional.com/RightCycle](http://www.KCProfessional.com/RightCycle).



### 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).

† Guarantee extended to consuming end-user accounts only.

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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All WypAll® white L series towels can be aerobically composted in municipal or industrial facilities in the United States and Canada by ASTM D6868-11. Check with your waste hauler to ensure your application and their composting process are compatible.

- ✔ Meets EPA guidelines for minimum post-consumer waste content
- ✔ FSC® Certified
- ✔ ECOLOGO Certified for reduced environmental impact
- ✔ NSF® Registered



The mark of responsible forestry