



Manufacturing Sales Playbook



Segment definition

Manufacturing – Industrial environment where products are made from raw materials by hand or machinery, according to an organized plan and with a labor force.

Common environments within manufacturing:

- Fabrication
- Lab
- Facilities/maintenance
- Surface preparation
- Finishing
- Operations & assembly
- Maintenance & repair
- Breakroom/office
- Restrooms



Value drivers



**Employee
Safety**

Employee safety is usually the #1 priority in any manufacturing facility.



Cost

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



The call point

When calling on a manufacturing facility, the critical decision-making unit (DMU) can be:

- EHS manager
- Production manager
- Facilities manager
- Safety manager
- Procurement/purchasing managers

Probing questions

- What are workers using to wipe up messes?
- What are you cleaning or applying?
- What types of surfaces?
- What type of chemicals are being used?
- What PPE are the workers wearing to protect themselves or the process?
- What compliance issues have you had with PPE?



Opportunity

- Manufacturing facilities value efficiency, cost and productivity. Wiping products can help keep an environment clean and running smoothly. Also, worker safety is invaluable in a facility. When a safety hazard can't be removed from the operation, PPE is the next best thing. However, safety and comfort drive PPE compliance. PPE that helps the worker perform their job and not get in the way is advantageous.



Productivity

The manufacturing industry is incentivized to run a productive, efficient and safe operation. Finding a product that will check all these boxes is a plus and something they will be willing to look at.



Sustainability/ Compliance

More and more manufacturing operations are building sustainability goals into their KPIs. Many facilities are striving to have zero waste to landfill goals.



U.S. has
12.85MM

manufacturing jobs and
employs 8.5%
of the workforce¹

Common applications

- Painting
- Finishing
- Surface preparation
- Assembly
- Cleaning parts and machines
- Cleaning offices/breakroom
- Repairing machines and parts

U.S. manufacturing
produces

18.2%

of the world's goods²

The focus on lean
manufacturing has
allowed output per hour
to increase by

2.25x

(since 1987)³



Selling against the competition

Competition: Rags | Laundered Shop Towels | Economy PPE

See this

Sell that



Textiles: Laundered towels and rags

- Inconsistent product requires extra sorting time to find the ideal product
- Large quantities of these products can be scattered throughout a facility

> WypAll® X60 & X80 Cloths

- Clean and consistent every time
- High strength and high absorbency
- Various portable formats available



- Lint and other foreign object debris can cause time delays and expensive re-work

> WypAll® Oil, Grease & Ink Cloth

- Lint-free⁴
- Highly absorbent; pliable to get into tight spaces



Dirty hands

- Workers don't always have the opportunity to wash their hands throughout the day

> WypAll® Waterless Cleaning Wipes

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



Safety glasses NOT being worn or on top of head

- Typically, workers adjust or take off their eyewear because it is uncomfortable

> KleenGuard™ Nemesis™ Eyewear

- Comfortable and durable
- Flexible, comfort touch temples minimize pressure for extended use



Used PPE in the trashcan

- Once worn, most disposable PPE is placed in the normal waste stream and ends up in a landfill

> The RightCycle™ Program

- RightCycle by Kimberly-Clark Professional® can divert PPE waste from the landfill













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

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










Lead product bundle

WYPALL® Wiping Solutions














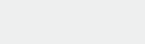
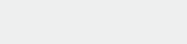
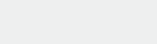
					
Product	WypAll® X80 Cloths	WypAll® X60 Cloths	WypAll® L40 Towels	WypAll® Waterless Cleaning Wipes	WypAll® Oil, Grease & Ink Cloth
Code	41055	34790	05701	91371	33570
Key Benefit	Absorbs 30% more water and leaves 3x less lint compared to shop towels*	Absorbs 2x more water and oil than rags for faster cleanup	Cloth-like softness, easily absorbs liquids and spills	Dual-textured; smooth side for wiping and abrasive side for scrubbing	Highly absorbent and lint-free†
Color					
Size	13.4" x 12.4"	8.34" x 16.8"	12" x 12.5"	12" x 9.5"	16.8" x 8.8"
Units/Case	475 sts/roll; 1 roll/case	126 sts/box; 10 boxes/case	56 sts/pack; 18 packs/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	KleenGuard™ G60 Endurapro™ Dual Grip™ Purple Nitrile™ Gloves
Code	25676	49103	44323	57373	97432
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	Cut protection and dexterity combined
Color	Clear Lens, Black Frame				
Size	One Size	Large	Large	Large	Large
Units/Case	12/case	24	25	100 gloves/box • 10 boxes/case	12 pairs/bag • 1 bag/case

Scott® Essential Solutions | Unequaled Reliability

					Complement with  
	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	
	Electronic 48860 Manual 46253 Pair with	09602	09604	92148	
Code	02001	07006	04007	12979	
Certifications					
Units/Case	6 rolls/case	12 rolls/case	36 rolls/case	2 units/case	2 units/case
Elevated Scott® Design					



Try it. Risk-free.

Replace your current PPE or wiping products with Kimberly-Clark Professional solutions for 60 days. If you don't see a 20% cost savings, we will reimburse you the difference between the cost of your product and our product up to \$1,000. Guaranteed!‡

‡ Guarantee extended to consuming end-user accounts with the following restrictions: Replace your current rags or laundered towels with WypAll® X Brand Wipers, WypAll® Foodservice Cloths or WypAll® Oil, Grease & Ink Cloths; replace your current wiping system with Kimtech™ Wiping Solutions for 60 days and see a 20% savings on chemical costs (06411, 06471, 77320, 38101); replace your DuPont™ Tyvek® 400 with KleenGuard™ Brand families A20, A40 and A45; replace your competitive economy eye protection (uncoated lenses) with KleenGuard™ Maverick™, Nemesis™, Nemesis™ CSA, or Nemesis™ VL Eye Protection; replace your leather palm work gloves with KleenGuard™ G40 Polyurethane Coated Gloves, your non-coated cut-resistant gloves with KleenGuard™ G60 Endurapro™ Dual Grip™ Purple Nitrile™ Gloves, and/or your 5-mil gloves with KleenGuard™ G29 Chemical Gloves. 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
- KCP website 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.



Our Guarantee

Your total satisfaction means everything to us. If, for any reason, our products do not meet your expectations, Kimberly-Clark will reimburse you¹ 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.

† 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.

- 1 Bureau of Labor Statistics
- 2 US Manufacturing Statistics and Outlook (2019)
- 3 National Association of Manufacturers 2019
- 4 Based on single-use non-abrasive industrial applications using the Gelbo lint test. Applies to particles >50 microns

®/™ Trademarks of Kimberly-Clark Worldwide, Inc. or its affiliates. Marques de commerce de Kimberly-Clark Worldwide, Inc. ou de ses sociétés affiliées. © KCWW. The Color Purple and Purple Nitrile are Trademarks of Owens & Minor, Inc. or its affiliates and used under license. DuPont™ and Tyvek® are registered marks owned by E.I. du Pont de Nemours & Co. NSF® is a registered trademark of NSF International. T9HGYM-02 2/21



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