



Office Building Playbook

Scott

Kleenex

Cottonelle

WYPALL

KIMTECH

MENU

As of Q2 2020

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Office Building Resources

EXTERNAL

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in the restroom?
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2020 Innovations)

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Why the restroom matters & where yours can improve?



Scott

Kleenex

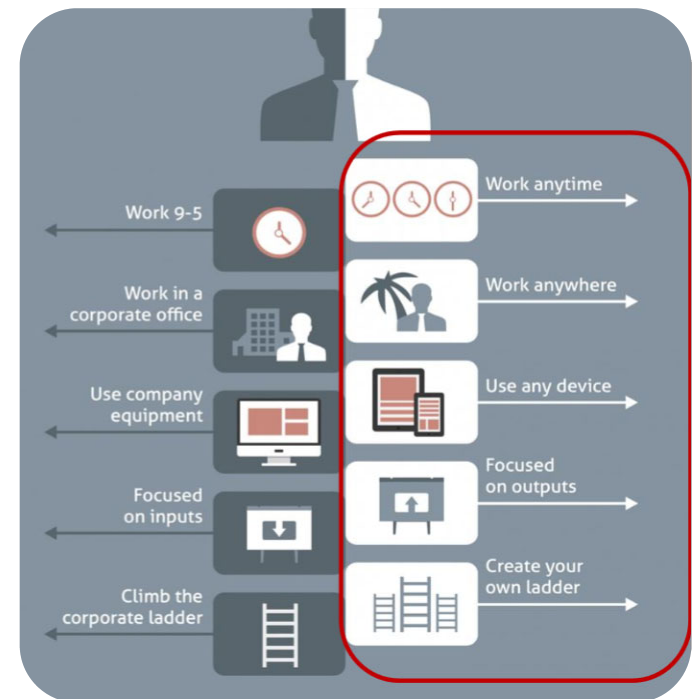
Cottonelle

WYPALL

KIMTECH

The workplace is **CHANGING**

- ✓ *More dense*
- ✓ *More diverse*
- ✓ *Work as an experience*
- ✓ *More open*
- ✓ *More stress*



Office building macro-trends

Why does this matter?

- **More traffic** creates greater stress on the building and restroom operations
- **Women** prefer different amenities and use the restroom for different purposes than men (a place to unwind)
- The **new workforce** demands a different work experience (that includes the restroom)
- The restroom is the most popular place to take a break

- **Average space per office worker** has dropped (75 sq. ft.)
- **1 billion women** expected to enter the workforce
- **91% of tenants** perceive workplace appearance to be important



Kimberly-Clark has determined the classification of this information to be "Public"



Restrooms are among the top 3 sources of complaints. They can have a major impact on impressions of a facility.



¹ KCP sponsored study – Elevated Washroom Chooser - User Research, 2015
² Bad Restroom Indicates Poor Management, Cleanlink, 2015



Why the restroom matters. Opportunities to impress.



A negative experience can have lasting consequences.



A positive experience can drive customer satisfaction.



¹ KCP sponsored study – Elevated Washroom Chooser - User Research, 2015.
² Based on average 1000 employee facility.



The biggest challenge, by far...

What areas within the facility are the most challenging to keep clean?

Restrooms



Entryway



Carpeting



Common touch-points



Small rooms/areas with obstacles



Large or open rooms/area



Hard floors (including wood, tile & marble)



10th Annual Facility Cleaning Decisions Survey. 10th Annual Facility Cleaning Decisions Magazine 2016.

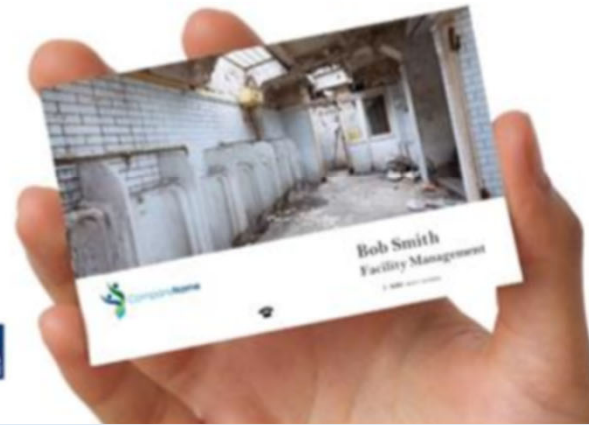


First impressions count



“The [restroom] can make or break an account. It tells a story about how the whole building is run. A bad restroom suggests there are **other cracks in the facility management to be uncovered”**

- BOMA focus group FM 



Third-party research confirms KCP brands offer a differentiated restroom experience



In buildings that use Kimberly-Clark Professional branded restroom solutions, like Scott® and Kleenex®, tenant satisfaction with restroom appearance and with restroom cleaning scored higher than the Kingsley Index across seven major U.S. cities.



Our brands deliver...



We've got restroom know-how

We have studied hygiene needs and consumer behaviors for over 100 years. And we've discovered that the key to an exceptional restroom experience revolves around five factors:



Cleanliness



Hygiene



Efficiency



Sustainability



Satisfaction



How do your restrooms measure up?



Cleanliness

A clean restroom gives the right impression to **attract and retain tenants.**



Hygiene

Reducing the spread of cold and flu germs can **lower absenteeism and create healthier environments.**



Efficiency

Leveraging small consumables spend can have a big impact on overall staff and resource efficiencies.



Sustainability

Minimizing environmental impact can **impress tenants, exceed industry standards and meet governmental guidelines.**



Satisfaction

The restroom experience helps to drive overall building satisfaction **increasing revenue and loyalty.**



Creating an exceptional restroom experience

How Scott® & Kleenex® Restroom Solutions address these FIVE most common needs:



Cleanliness

- The perception of cleanliness increases with familiar brands, such as Kleenex®, Scott® and Cottonelle®¹
- Elevated Scott® Design towel and tissue pattern is preferred 4:1*



Hygiene

- Scott® and Kleenex® systems are designed to create the most hygienic washroom solution



Efficiency

- Scott® Systems deliver up to a week's worth of time saved²
- Up to 30% cost savings³ • Lifetime Warranty



Sustainability

- Our Kleenex® and Scott® branded products offer FSC® & ECOLOGO certifications and are made with Absorbency Pockets technology to reduce waste by up to 30%



Satisfaction

- Research has found that consumers prefer familiar brands such as Kleenex® and Scott®¹
- 99.99% jam-free dispensing and the quietest hard roll towel on the market



1. SKIM Research Group Hospital Study, 2017
 2. Scott® Essential as compared to competitor folded towel systems, 2016
 3. Scott® Scottfold™ Guarantee, Kimberly-Clark
 * vs. standard towel and tissue products.



Our lead solution for office buildings: Scott® Pro

Unparalleled performance

Innovative solutions are designed to improve every aspect of the restroom.

- Increase productivity for the cleaning staff
- Manage the bottom line

[Overview flyer](#)

[Video](#)



Kimberly-Clark has determined the classification of this information to be "Public"



Scott® Pro brand portfolio

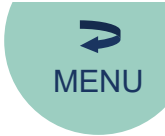


Scott® Pro Hard Roll Towel System:

This 99.99% jam-free customizable system is the most efficient hard roll towel system on the market, with three towel options, including an 1,150' towel, and a stub roll feature that delivers up to 9% annual savings. Available in electronic and manual formats.



Scott® Pro brand portfolio



Scott® Pro Paper Core Standard Roll Bathroom Tissue System:

Featuring our longest single-roll bathroom tissue roll (1,100 sheets of two-ply tissue) with 10% more sheets per case than the industry standard. NEW updated core technology offers 100% roll utilization that is flushable for reduced waste.



Scott® Pro brand portfolio



Scott® Pro Electronic Skin Care System:

This easy-to-load, hygienic, enclosed system offers a high-capacity 1.2L cassette. It's available with **Scott® Pro Foam Skin Cleanser with Moisturizers** and **Moisturizing Foam Hand Sanitizer**.



Scott® Pro brand portfolio



Scott® Pro Scottfold™ Folded Towel System:

With guaranteed annual savings of 10%¹, this system offers a plush, one-ply towel with a patented fold that eliminates tearing, making it the most efficient **folded** towel system on the market.



¹ Guarantee extended to consuming end-user accounts only. Applies when you switch from C-Fold towels to 01980 after 60 days of usage. Applies when you switch from a current non-KCP 2-ply bathroom tissue product to 04007 after 60 days of usage.



Scott® Pro brand portfolio



MENU



Kleenex® Facial Tissue:

America's favorite facial tissue provides softness, dependable strength and promotes good hygiene. Kleenex® is a trusted brand known around the world and features the most preferred designs.



Other brand portfolio solutions

- Kleenex® and Cottonelle®
- Scott® Essential



Scott

Kleenex

Cottonelle

WYPALL

KIMTECH

Kleenex® and Cottonelle®: unrivaled experience

**Only Kleenex® and Cottonelle®
Brands deliver a premium
experience combined with the
comforts of home.**

- Boost satisfaction
- Show you care
- Kleenex® – the most-loved restroom brand in the U.S. and Canada

[Overview flyer](#)

[Video](#)

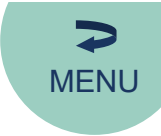


Kimberly-Clark has determined the classification of this information to be "Public"



[MENU](#)

Kleenex® and Cottonelle®: unrivaled experience



17713



45826



21270

Kleenex® Multi-Fold Hand Towel Systems:

Our most satisfying, premium hand-drying experience.



Kleenex® and Cottonelle®: unrivaled experience



39640

51904



46321



17713



45826



21270

Cottonelle® Professional Standard Roll Bathroom Tissue:

Exceptional quality bathroom tissue is individually wrapped to increase hygiene.



Kleenex® and Cottonelle®: unrivaled experience

Kleenex®
BRAND

Cottonelle®

MENU



39640



51904



46321



17713



45826



21270

Kleenex® Ultra Moisturizing Foam Hand Sanitizer:

Luxurious and gentle skin care that helps improve skin hydration by 30%.



Scott

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Cottonelle

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Kleenex® and Cottonelle®: unrivaled experience

Kleenex®
BRAND

Cottonelle®

MENU



39640

51904



46321



17713



45826



21270

Kleenex® Facial Tissue:

America's favorite facial tissue and one of the world's most recognizable brands.



Scott

Kleenex

Cottonelle

WYPALL

KIMTECH

Scott® Essential: unequaled reliability

Our solutions keep things simple and consistent. They're the perfect choice for locations that demand:

- Reliable performance
- Best value
- One of the most trusted restroom brands in the world

[Overview flyer](#)

[Video](#)



Kimberly-Clark has determined the classification of this information to be "Public"



[MENU](#)

Scott

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Scott® Essential brand portfolio



Scott® Essential Hard Roll Towel System:

Hassle-free loading and reliable dispensing along with the easiest roll change on the market. Save up to seven days of labor annually. The 950' towel uses 17% less fiber than traditional hand towels. Available in electronic and manual formats.



Scott® Essential brand portfolio



Scott® Essential Coreless Jumbo Roll Tissue (JRT) System:

Our longest two-ply, 1,150' JRT provides unmatched labor savings and reduces waste and costs.



Scott® Essential brand portfolio



Scott® Essential Coreless Standard Roll Bathroom (SRB) Tissue System:

This two-ply, 1,000' tissue uses proprietary coreless technology to eliminate waste – guaranteed to save at least 10% annually¹. The system is also easy to load and maintain.



¹ Guarantee extended to consuming end-user accounts only. Applies when you switch from C-Fold towels to 01980 after 60 days of usage. Applies when you switch from a current non-KCP 2-ply bathroom tissue product to 04007 after 60 days of usagex



Scott® Essential brand portfolio



Scott® Essential Electronic Skin Care System:

Designed for everyday use, the system features a 1.2L skin cleanser and a sanitizing solution, both of which are free of alcohol, fragrance and dyes. Ideal for schools and offices.



Scott® Essential brand portfolio



Kleenex® Facial Tissue:

Exceptional softness, dependable strength.



We've got you covered for a lifetime

Kimberly-Clark Professional is proud to offer a comprehensive Lifetime Warranty on all Scott® and Kleenex® branded towel, tissue and skin care dispensers.

We save you valuable time and money through:

- Auto-registration
- A dedicated customer care team

It's another example of how the customer is at the heart of all we do.



† Lifetime Warranty applies to proprietary dispensers while they are installed and the end-user account is exclusively using Kimberly-Clark Professional products for those dispensers. For more information, visit www.KCProfessional.com/LifetimeWarranty



Innovation showcase



Innovation/featured product: Scott® Pro Electronic Hard Roll Towel System

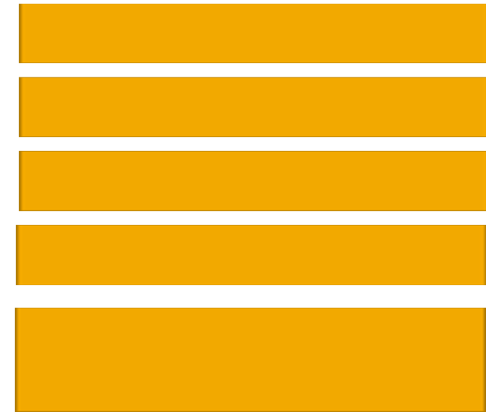
**More sheets, fewer changes, no waste –
From one of the world’s most trusted brands.**



- **Game-changing** Direct Drive Dispensing technology
- **99.99%** jam-free dispensing¹
- **Quietest** electronic roll towel dispenser on the market¹
- Available in **four finish options** to enhance your restroom



Learn more:



1. Kimberly-Clark Professional lab testing, 2019

† Lifetime Warranty applies to proprietary dispensers while they are installed and the end-user account is exclusively using Kimberly-Clark Professional products for those dispensers. For more information, visit www.KCProfessional.com/LifetimeWarranty



Innovation/featured product: Scott® Pro Paper Core Standard Roll Bathroom Tissue System



**Our longest single-roll bathroom tissue –
more sheets, fewer changes, no waste**



- **100% roll utilization** – NEW updated core technology offers 100% roll utilization that is flushable for reduced waste
- **10% more sheets** per case, compared with the industry standard
- **3.6 more rolls** in a case versus standard bathroom tissue
- Perfect for compact dispensers

Learn more:



† Lifetime Warranty applies to proprietary dispensers while they are installed and the end-user account is exclusively using Kimberly-Clark Professional products for those dispensers. For more information, visit www.KCProfessional.com/LifetimeWarranty



Introducing Elevated Scott® Design

It's preferred 4:1.
We're making our mark –
it's Unmistakably Scott®.



MENU



4:1
preference*

5
product SKUs –
towel & bath

Higher user preference across:
absorbency,
durability and
strength

Dermatologically tested and approved

*2019 KCP Brand Differentiation Study

Elevated Scott® Design impacted SKUs



Scott® Pro
High Capacity Hard Roll Towels

25700 • 25702 • 25703



Scott® Control
Slimroll™ Towels

47035 • 47032



Scott® Essential
High Capacity Hard Roll Towels

02001



Scott® Pro
Paper Core SRB Tissue

47305



Scott® Essential
Coreless Jumbo Roll Tissue

07006



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

**NEW
PRODUCT
FORMAT!**



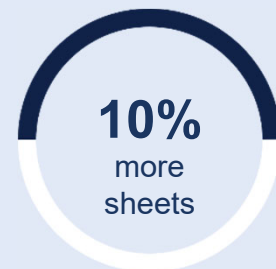
Unmistakably Scott®

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



Improved core

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



More sheets per case

Compared with the industry standard.

*2019 KCP Brand Differentiation Study



Innovation/featured product: Kleenex Reveal™ Countertop System



Our most satisfying, premium hand-drying experience – right within reach



- Embossed Kleenex® Brand Hand Towels – an unmistakable mark of quality and care and preferred 2:1 over Tork® Paper Towel leaf embossed towels¹
- Higher capacity for fewer refills and easy maintenance
- Proprietary OverStuff Prevention feature for correct loading
- One-at-a-time dispensing that's smooth, quiet and virtually tab-free¹
- One-handed opening makes it easier to refill than comparable offering

Learn more:



¹ 2017 Chooser & User Research Study

[†] Lifetime Warranty applies to proprietary dispensers while they are installed and the end-user account is exclusively using Kimberly-Clark Professional products for those dispensers. For more information, visit <http://www.kcprofessional.com/LifetimeWarranty>

Tork® is owned by SCA Hygiene Products Aktiebolag.



Innovation/featured product: Scott® Control Slimroll™ Electronic Towel System



The most efficient and compact unit on the market – hygiene for any location.



- Recommended for hygienic environments:
- Compact & clean
- Quick & quiet
- Guaranteed to fit
- Powered by Second Sense™ Technology

- 25% More Compact¹
- 25% More Hand Dries¹
- ZERO Missed hand washing opportunities¹

Learn more:



¹ As compared to Kimberly-Clark Professional folded towel systems
[†] Lifetime Warranty applies to proprietary dispensers while they are installed and the end-user account is exclusively using Kimberly-Clark Professional products for those dispensers.
For more information, visit <http://www.kcprofessional.com/LifetimeWarranty>



Innovation/featured product: Scott® Essential Manual & Electronic Hard Roll Towel System



Engineered for efficiency with one of the easiest roll changes on the market



- Hassle-free loading
- Saves up to seven days a year in labor savings¹
- Reliable dispensing

Learn more:



¹ As compared to leading competitive folded towel systems

[†] Lifetime Warranty applies to proprietary dispensers while they are installed and the end-user account is exclusively using Kimberly-Clark Professional products for those dispensers. For more information, visit <http://www.kcprofessional.com/LifetimeWarranty>



Towel & tissue demos & tools



Size it up

- Printed piece is same size as actual dispenser
- System features and benefits on back
- Highlights the associated brand portfolio bundle

Available for the following product codes:

- 35609 - Scott® Pro Electronic Hard Roll Towel Dispenser
- 35612 - Scott® Pro Manual Hard Roll Towel System
- 44519 - Scott® Pro High Capacity SRB Tissue System
- 32508 - Scott® Electronic Skin Care System
- 47259 - Scott Control Slimroll™ Electronic Hard Roll Towel System
- 40407 - Scott® Control Hygienic Bathroom Tissue System
- 32499 - Scott® Electronic Skin Care System
- 46253 - Scott® Essential Manual Hard Roll Towel System
- 09602 - Scott® Essential Coreless Jumbo Roll Tissue (JRT) System
- 92145 - Scott® Essential Manual Skin Care Dispenser
- 92148 - Scott® Essential Electronic Skin Care System
- 09604 - Scott® Essential Coreless SRB Dispenser



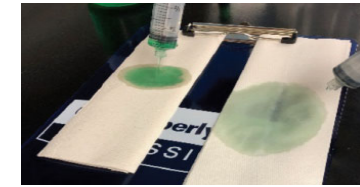
Shine-a-light demo



Highlighted bundle	Scott® Control Solutions
Product featured	Scott® Control Slimroll™ Electronic Hard Roll Towel System & Scott® Control Hygienic Bathroom Tissue System
Demo purpose	Showcase how Scott® Control Solutions are designed to avoid unnecessary contamination with products thereby improving hygiene for patients and employees. <i>Note – you can use it with other enclosed systems too (where towel/tissue does not hang out) – please test it before demoing with a customer.</i>
What’s the issue?	Contaminants can get into dispensers and onto products from coughing, toilet flushes, water splashing, and even improper cleaning.
How it works	Shine a UV light on the dispenser to show it’s germ-free. Spray Glo Germ on the outside of the dispenser. The size of Glo Germ particles (1-5 microns and smaller) is equivalent to the size of typical bacteria cells and hazardous particles. After spraying it on the dispenser and dispensing a towel, shine the UV light again, the customer will see that towel is not contaminated.
Link to instructions	[Yellow Link Box]

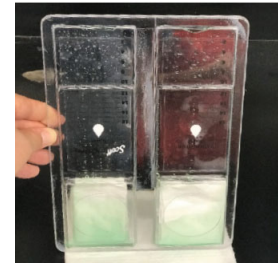


Folded towel absorbency demo










Highlighted bundles	Kleenex®/Cottonelle® Solutions, Scott® Pro, Scott® Control, Scott® Essential
Product featured	Several folded Scott® and Kleenex® brand towels. See slide 48 for list of demo performance – how our towels perform v. competition.
Demo purpose	Showcase towel absorbency and how that impacts towel usage which is directly tied to product savings, labor savings, and less waste.
KCP benefit	<ul style="list-style-type: none"> • Absorbency Pockets result in better, tighter absorption patterns on the towel because 90% of water is held between fibers while only 10% is held on the actual fibers. • This enables us to make Scott® and Kleenex® towels to be more absorbent than traditional manufacturing processes. • The quality of our towels means our systems can be more compact and efficient without sacrificing performance. • Hands feel “more dry” and decrease the need for taking extra towels. Reduced usage can result in a better user experience, as well as product savings, labor savings, and less waste.
How it works	Blue food coloring dyed water is emptied via a syringe onto competitive towels v. KCP towels attached to a clipboard. Showcase the quality of pooling of liquid on our towel and lift clipboard to show runoff of competitive towel.
Link to instructions	

Roll towel absorbency demo



Highlighted bundles	Kleenex [®] /Cottonelle [®] , Scott [®] Pro & Scott [®] Control
Product featured	Several rolled Scott [®] brand towels. See how our towels perform versus competition (next slide).
Demo purpose	Showcase towel absorbency and how that impacts towel usage which is directly tied to product savings, labor savings, and less waste.
KCP benefit	<ul style="list-style-type: none"> • Absorbency Pockets result in better, tighter absorption patterns on the towel because 90% of water is held between fibers while only 10% is held on the actual fibers. • This enables us to make Scott[®] and Kleenex[®] towels to be more absorbent than traditional manufacturing processes. • The quality of our towels means our systems can be more compact and efficient without sacrificing performance. • Hands feel “more dry” and decrease the need for taking extra towels. Reduced usage can result in a better user experience, as well as product savings, labor savings, and less waste.
How it works	Fold our Scott [®] or Kleenex [®] hand towels and place in designated area in the slant board. Green water (food coloring) emptied via a syringe onto competitive towels versus Scott [®] brand towel.
Link to instructions	<div style="background-color: #FFC000; width: 100%; height: 20px;"></div>

Roll & folded demo – towel comparison performance

					
Wicking Demo 	46321 1500 13253/4 1890	23000 ● 20887 ● 21000 ●	MB570 ● 420570 ●	1802 ● 1800 ●	4420 ● (Now Tork 420570)
	1960/80	20886 ●			
	1804 1510 1807	20389 ● 23504 ● 20904 ●	424814 ● MB540A / MB48500 ● 420483 ● CB520 ●	H170/1759 ●	48140 ● (Now Tork 424814)
	25700/02/03 25630/37/39	89460 ● 89490 ● 89430/89420 ● 89410 ●	290089 ●	T110 ●	48500 ● (Tork 420570) 74640 ● (Tork 7674540)
Slant Board Demo 	47032/35	26610 ● 89730 ●		H230 ●	
	2001 2000 1000	26470 ● 26100 ●	RB800 ● 290088 ● RB10002 ●	H280 ● H280 ●	44040 ● (Tork 214404)

Performance Key

- Performs at parity v. competition (not a compelling difference)
- Better than competition



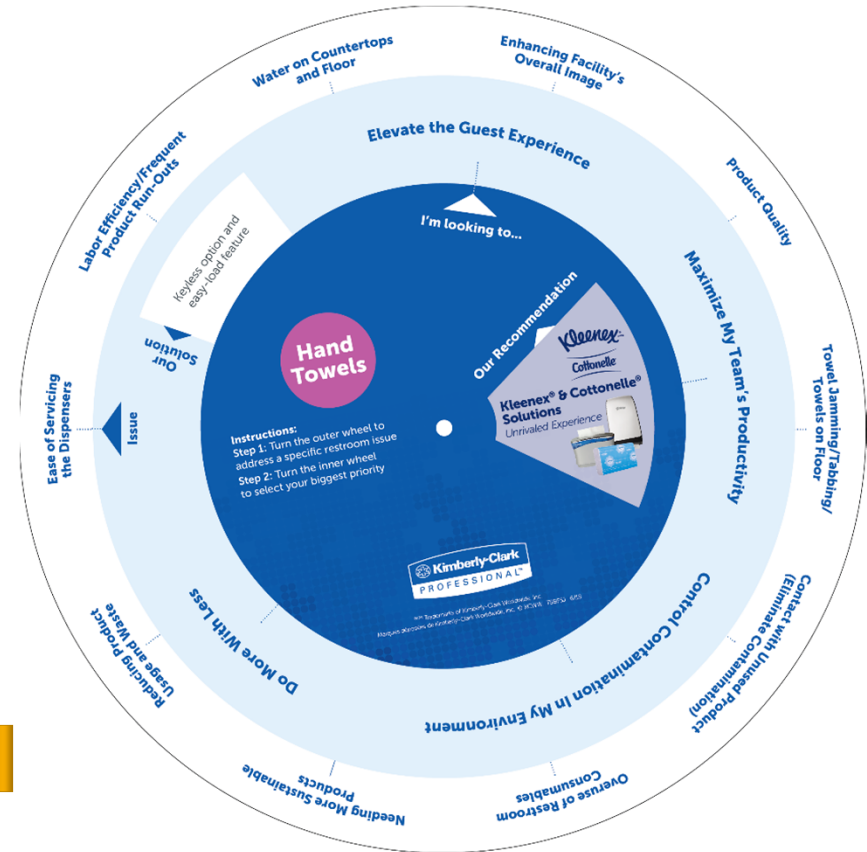
Touch and feel demo

Highlighted bundle	Kleenex®/Cottonelle® Solutions, Scott® Pro, Scott® Control, Scott® Essential
Product featured	<ul style="list-style-type: none"> • Recommended Hand Towels to use: 46321, 13253, 13254, 01960 • Recommended Bath Tissue to use: 17713, 12456 <p>While these are the best codes, you can utilize with any codes in our bundles that you think would “feel” better than the end user’s current product(s)</p>
Demo purpose	This demo helps highlight quality and details of these codes like softness and embossing (where applicable). It’s best to use our more premium codes for this demo to showcase an obvious difference between us and the competition.
How it works	Fold the towel or bath tissue (ours and a competitors) and slide into the associated brand card. A circular cut-out will expose the product and allow the customer to feel the difference.



Product selector wheel

- Double-sided: Towels and Bath Tissue
- Hand-held printed tool that recommends a brand portfolio based on solving for the end user's biggest issue and their biggest restroom priority
- Recommendations align to one of our KCP brand bundles



Smart Restroom management system

ONVATION
by KIMBERLY-CLARK PROFESSIONAL™



Why is the Onvation™ System winning?



#1 selling smart restroom management system in the U.S.



Reduce restroom-related complaints and work orders by up to **75%**



Proven to deliver up to **80%** in consumable waste reduction



Backed by the brands you trust



Confidential for Kimberly-Clark Use Only

Key Milestones:

- Over 13,000 sensing units installed
- Over 50 properties on contract



ONVATION™ How does it work?

Onvation™ System featuring Scott® and PURELL® Brands provides powerful analytics and consumption tracking. You can turn these insights into actions that will increase operational efficiency, optimize resource deployment, enhance patient and visitor satisfaction, and reduce waste to help you achieve your sustainability goals.

Simple and easy-to-use, the Onvation™ Smart Restroom Management System includes:

- Low product alerts
- Dispenser maintenance data
- Dispenser consumption rate data
- Restroom traffic data

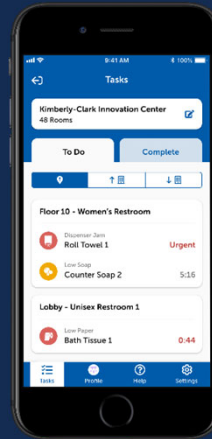


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The 2.0 version of the Onvation™ System includes a holistic upgrade to the overall system – from back-end development to front-end user experience (UX) design...

Hub Cellular Gateway



Onvation™ Compass™

Onvation™ Dashboard



...enabling KCP and GOJO to deliver an exceptional customer experience.








Confidential for Kimberly-Clark Use Only



ONVATION™ Smart restroom leadership with trusted brands

How the Onvation™ System addresses these FIVE most common restroom needs:



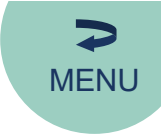
-  **Cleanliness** Perception of cleanliness increases with familiar brands such as Scott® and PURELL®.
-  **Hygiene** Hand hygiene intelligence with PURELL® touchless functionality helps to maintain cleanliness.
-  **Efficiency** With the Onvation™ System, not only are you fully utilizing products, cleaners are more efficient and can spend more time focusing on value-added work.
-  **Sustainability** When cleaners use the Onvation™ System consumable waste is reduced by up to 80%. Use the Dashboard to track savings and progress against your sustainability goals.
-  **Satisfaction** The Onvation™ System has been proven to reduce restroom-related complaints by up to 75%, leading to an overall increase in tenant satisfaction.



Office building customer case studies/testimonials



Case studies



Kimberly-Clark has determined the classification of this information to be "Public"

Distributor testimonial

Competitive university conversion, driven by the ease of use of our Scott® Essential Towel System

STAPLES®

To be used with Staples only

- **Account Name:** Indiana State University – Terre Haute, Indiana
- **Innovation:** Scott® Essential High Capacity Hard Roll Towels
- **\$100M win**



“Indiana State University was using Sofidel 700’ towel. The dispensers were 5 years old and starting to jam. They tested your towel – liked the texture and ease of use. Today they are very happy with the change.” – Bill Oppenheim, Staples® Sales



Distributor testimonial

Competitive court system conversion, driven by the high capacity of our Scott® Small Core Bath Tissue

STAPLES®

To be used with Staples only

- **Account Name:** State of CA Superior Courts – Bakersfield, California
- **Innovation:** Scott® Small Core High Capacity Bath Tissue, Scott® Mod* Hard Roll Towels, Scott® Cassette Foam Soap
- **\$76M win**, with full washroom bundle



“The customer had been using Cormatic prior and was looking for a high-capacity solution. Originally, I wanted to go with the KC coreless bath tissue, but the customer was concerned about theft and really wanted something end users could not easily pull out. The Scott® Small Core was the perfect solution. It was high capacity, with a good environmental story, secure and theft proof! My team and I had been waiting on a product like this from KC – thank you!” – Nahid Chalk, Staples® Sales



Distributor testimonial

Competitive school district conversion, driven by the quality of Scott® Branded Towel and Bath Tissue



HP Products Division

- **Account Name:** London City Schools – London, Ohio
- **Innovation:** Scott® Essential High Capacity Hard Roll Towels, Scott® Essential Coreless JRT Jr. Bathroom Tissue
- **\$110M win**, with over 500 dispensers installed



“We replaced a Wausau brown towel with a better Scott® towel and saved money. Our strongest benefit with the school district was the Lifetime Warranty on the towel dispensers. Now I lead with Scott® Essential for all school business, leveraging the National IPA contract with NETWORK. Your installation team was also top-notch.” — Rich Cutter, HP-Ferguson Sales



Distributor testimonial

Competitive rehab center facility conversion, driven by the quality of Scott® Branded Towel and Bath Tissue

- **Account Name:** Beacon Point Rehab Center – Philadelphia, Pennsylvania
- **Innovation:** Scott® Slimroll™ Hard Roll Towels, Scott® Coreless JRT, Scott® Foam Hand Sanitizer (formerly Kleenex® Brand)
- **\$40M win**, with full washroom bundle



WHO BUT
W.B.MASON

To be used with W.B. Mason only



“The main reason the Scott® Slimroll™ system worked for this customer is the type of industry. Beacon Point is a drug rehabilitation center with small residential type restrooms and having the right footprint is key! The customer has way more control with this type of system. It is small enough that we were able to put it everywhere, including kitchens and bathrooms and deliver a homelike feeling.” – Laura Costa, W.B. Mason Sales



Scott® Pro win! New Belgium Brewing Fort Collins, CO



NEW BELGIUM.

Utilized demos to displace competitive systems and install:

- 60 Scott® Pro eHRT towel dispensers
- 40 Scott® Pro bath tissue dispensers
- 60 Scott® soap and 40 sanitizer dispensers

**“That module is unbelievable...
you wave your hand and a towel
appears, but you hear nothing.”**
– Dave Wanger, DSR who partnered with
Angela Seaberg on this win



Office Building Resources



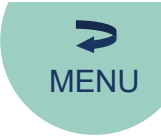
Office Building Resources

-
-
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- Scott® Pro eHRT Savings Calculator

- Why sell KCP in the restroom?
- National Accounts Matrix
- Office Hygiene Guide
- OB Hygiene Expectations Article
-



Office Building Resources



Kimberly-Clark has determined the classification of this information to be "Public"



Corporate real estate dispenser promo flyers

- Generic – CRE Dispenser Promo Flyers
- Customize (add EU logo) – CRE Dispenser Promo Flyers
- CBRE – CRE Dispenser Promo Flyers
- JLL – CRE Dispenser Promo Flyers
- Cushman & Wakefield – CRE Dispenser Promo Flyers
- ABM – CRE Dispenser Promo Flyers
- NSA – CRE Dispenser Promo Flyers



CoStar – Office building data tool

- Largest database of real estate properties
- Includes contact info for key choosers (FM/PM, BSC, Building Owner)
- Can generate reports by city/market with details on contacts, sq. ft., cost per square foot, occupancy, renovation details and more

To request a custom report, contact the KCP Power User for your region:

- | | |
|------------------------------------|--|
| • South: Michele Carpenter | Central: Kara Bowditch Walker (Megan Grattan through May) |
| • West: Morgan Adams | North: Arianna Staiano |
| • Onvation: David Cosentino | National Accounts/Canada: Tina Robertson |

- Reminder: CoStar Powerful Data Tool Overview



2018 cold & flu season

[Redacted] – Stats, facts, and key product solutions to leave behind with end users.

[Redacted] – Expanded version of sell sheet with more information regarding the impact of cold and flu season in offices, schools, and lodging.

[Redacted] – KCP (*internal only*) Why facial should matter to every KCP sales rep this season?

[Redacted] – DSR. Why facial should matter to every DSR this season?



Scott® Pro eHRT stainless steel dispenser



Office Wiping Solutions



WYPALL
BRAND

Office Buildings – WypAll® Wipers

The call point

- Property manager
- Facilities manager
- Housekeeping manager
- Chief engineer

The workplace is changing!

Average space per office worker has dropped



More traffic creates greater stress on the building and restroom operations

91% of tenants perceive workplace appearance to be important



The new workforce demands a different work experience

Office Buildings – WypAll® Wipers common applications



Common areas

- Cleaning offices
- Cleaning breakrooms
- Cleaning cafeteria/ foodservice area
- Cleaning restrooms
- Glass cleaning

Back-of-house/ engineering

- Painting
- Repairing equipment
- Cleaning tool/machinery
- Moving furniture/ equipment throughout building



Probing questions

- What are your workers cleaning?
- What is the hardest thing for your workers to keep clean?



Why choose WypAll® Wipers?



WYPALL® BRAND

The No. 1 Brand in Disposable Wipers¹



For wiping down restroom surfaces, cleaning break rooms or patient bathing needs, these products will get the job done right.



¹ In the U.S. and Canada



Replace towels, rags or shop towels with WypAll® Wipers



- Clean and consistent
- Reduced waste, cost savings – guaranteed!
- Increases productivity



Save 20% in 60 Days with WypAll® Wipers or Your Money Back. Guaranteed!

Replace your rags, shop towels, or bar towels for 60 days. If you don't see 20% savings¹, we will reimburse you the difference between the cost of your product and the Kimberly-Clark Professional product up to \$1,000.



For your office building wiping needs

WYPALL
BRAND

The No. 1 Brand in Disposable Wipers¹

MENU



WypAll® X70 Cloths

- Absorbs 5 times its weight for faster cleanup
- Clean & consistent cloth every time
- Absorbs and releases large amounts of liquid
- Applying disinfectants
- Rinse & reuse



WypAll® X80 Cloths

- Reinforced for extra scrubbing & cleaning power
- Rinse & re-use
- Clean & consistent every time
- Absorbs 30% more water, significantly faster and leaves 3 times less lint² than laundered rags



WypAll® L40 Towels

- Compostable
- Absorbs spills big & small
- Routine cleaning & maintenance
- Soft for wiping face and hands³
- Janitorial wiping



WypAll® X60 Cloths

- Tough enough for big jobs – soft enough for hands
- Leaves 9 times less lint than rags
- Clean & consistent cloth every time
- Rinse & re-use
- Cloth-like softness



¹ In the U.S. and Canada

² Pound for pound, based on one test lot

³ Not for use on compromised skin

WYPALL
BRAND

Sustainability



Shared values & behaviors



Lead the world in essentials for a better life



Authentic • Accountable • Innovative • Caring



 **Make Decisions**  **Continuously Improve**  **Build Talent**

 **Think Customer**  **Build Trust**  **Win Consistently**



We have a history of sustainability leadership



2003

2009

2012

2015

2018

- One of the **1st to require** 3rd-party certification of virgin wood

- **1st company** to certify tissue products by the Forest Stewardship Council® (FSC)

- RightCycle™ diverts **1.6 tons** in year one!
- **Largest product portfolio** with both FSC® & EcoLogo certifications

- **100%** of hand towels are compostable
- One of the **1st to meet** the new EcoLogo UL175 requirements

- The RightCycle™ Program recycled over **800 tons** and enrolls over **500 customers!**
- **1st tissue & towel company** to offset 100% of electricity



We recommend exploring opportunities to compost or recycle paper towels and wipers

- All Kimberly-Clark Professional towels (and L-Series wipers) meet ASTM requirements for commercial composting.
- If you are composting food waste, it's likely that towels and L-wipers can be added to the process. Check with your composting partner. Sometimes, it's even beneficial to the process if they need more dry material in the recipe relative to food (wet) material.
- Building on the success of *The RightCycle™ Program*, we are piloting used hand towel aggregation & recycling with select large customers to learn together what works best.
 - *An Innovation Credit for Exemplary Performance can be awarded if '95 percent diversion is achieved for Solid Waste Management–Ongoing' –*





IMPROVE THE WELL-BEING OF
**25 MILLION
PEOPLE** in need through social and
community investments that
increase access to sanitation,
help children thrive and
empower women and girls



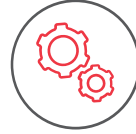
INNOVATE OUR TISSUE
PRODUCTS TO REDUCE
THEIR NATURAL FOREST
FOOTPRINT BY **50%** ↓
while increasing our
use of environmentally
preferred fibers (EPF)



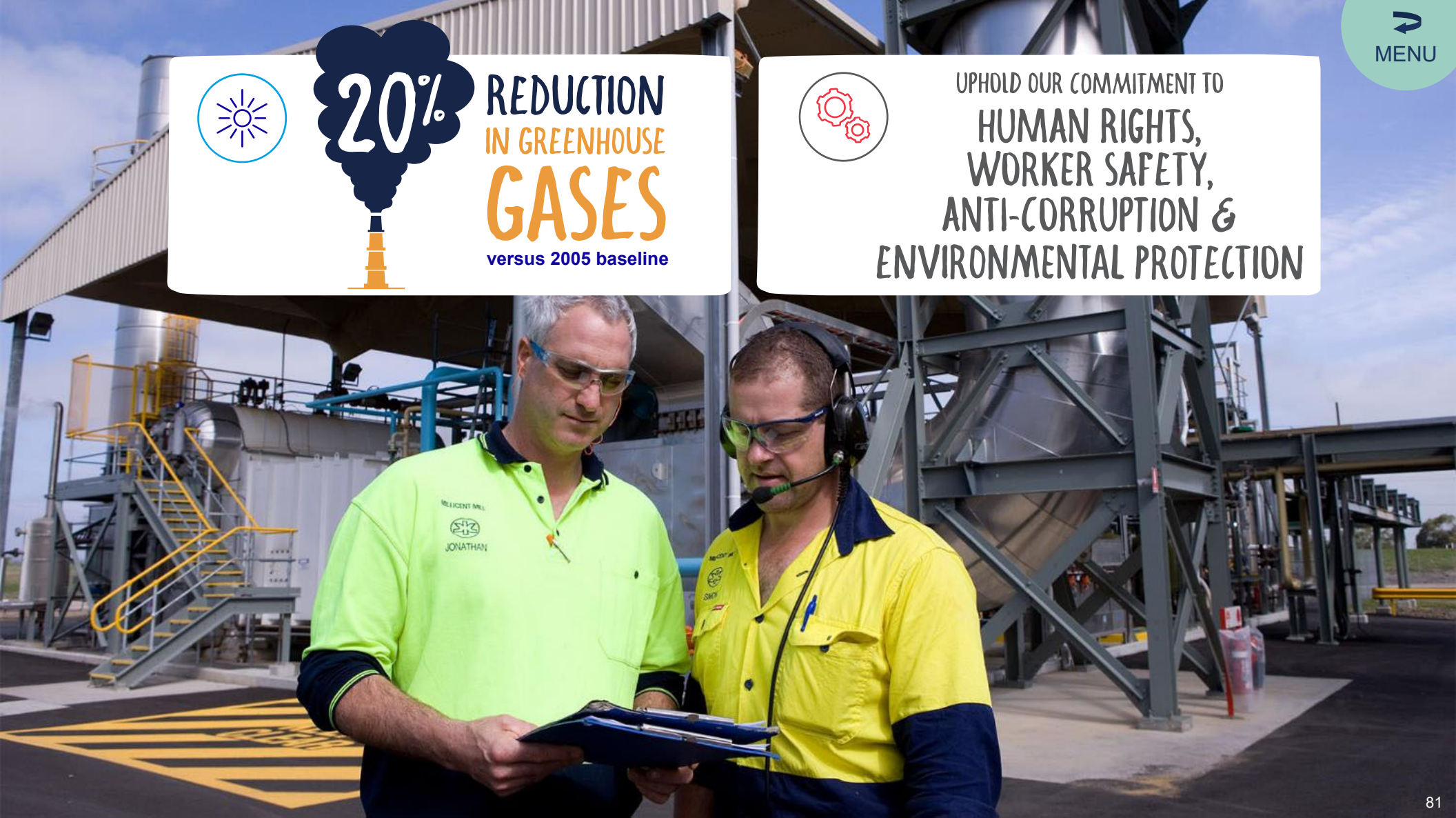
EXTEND OUR
ZERO
WASTE
MINDSET to solid waste and deliver
innovation to help keep
product and packaging
material out of landfill



REDUCTION
IN GREENHOUSE
GASES
versus 2005 baseline



UPHOLD OUR COMMITMENT TO
**HUMAN RIGHTS,
WORKER SAFETY,
ANTI-CORRUPTION &
ENVIRONMENTAL PROTECTION**



Sustainability resources

- [Redacted]
- [Redacted]
- [Redacted]
- FSC® vs. SFI Top 10 Differences Brochure
- Guide to Workplace Composting



Competitive References



Competitive references



- Jet Air Dryers v. Towels



KCP Resources



Resource links

Resource	Purpose
[Redacted]	<ul style="list-style-type: none"> • Order product samples & spare parts • Order printed marketing material (demos, sales kits, flipbooks, etc.)
[Redacted]	<ul style="list-style-type: none"> • Main DSR tool but also valuable for KCP Sales – product info-spec sheets, competitive product cross reference, product usage calculator, KCP Advantage Rewards, product images/logos – via Content Hub
[Redacted]	<ul style="list-style-type: none"> • Sales and marketing tools (download and share assets with customers and distributors)
[Redacted]	<ul style="list-style-type: none"> • Main KCP website – includes thought leadership articles/segment content, brand details & product information
[Redacted]	<ul style="list-style-type: none"> • Order trade show collateral & accessories
[Redacted]	<ul style="list-style-type: none"> • Distributor buyer/purchaser access for pricing and product details
[Redacted]	<ul style="list-style-type: none"> • Main restroom tool including all products
[Redacted]	<ul style="list-style-type: none"> • Distributor WIIFM – 3 versions: Brand portfolio updates, simple overview, and detailed WIIFM
[Redacted]	<ul style="list-style-type: none"> • Global image and logo library

National account research resource tools

