Kimberly-Clark PROFESSIONAL*

# WHEN IT COMES TO THE ENVIRONMENT WE ALWAYS LOOK AT THE BIG PICTURE

## Our commitment to the future…

We recognize that only companies that build sustainability into the way they do business will have enduring success.

Our business relies on natural resources such as wood fibre, energy and water. It is clearly in our best interest to design products and manufacturing processes that conserve these resources and secure their availability for the future.

Reducing environmental impact is essential to a sustainable future. Kimberly-Clark recognises that environmental sustainability requires us to look at the big picture. And focus on reducing the consumption of resources at every stage of the product lifecycle. By so doing we can offer you high-performing products and sound environmental choices.

## Recycling is part of the solution…

Recycling is an important part of a sustainable future and throughout KIMBERLY-CLARK PROFESSIONAL* we recycle when it's the right decision for the environment.

For example using recycled fibres to create packaging and shippers. In fact, we've been awarded the Packaging Evolution Award 3 years in a row, recognising our commitment to sustainable packaging and the environment.

But recycled fibre alone is not the whole answer.

Our high performing towels made from plantation fibre offer superior absorbency and dispensing which can contribute to reductions in total consumption and waste. When less product is used, less has to be thrown away – and less fibre, packaging, energy and water are consumed overall. At KIMBERLY-CLARK PROFESSIONAL* we approach sustainability with this bigger picture in mind, helping us to **reduce today and respect tomorrow**.

## Sustainable forestry is part of the solution…

Sustainably managed trees are a renewable resource.

A well-managed forest respects biodiversity, ensures a supply of fibre for the future and benefits neighbouring communities. KIMBERLY-CLARK was the first major tissue company to set the goal of purchasing 100% of the virgin fibre we use from suppliers that gain independent certification of their forest lands or their fibre procurement activities from one of five internationally recognized forest certification systems including PEFC and FSC.

In 2008, we sourced 98% of the virgin fibre we used from certified suppliers because we believe sustainable forestry respects tomorrow.

## Technology is part of the solution…

We developed a patented manufacturing technology called AIRFLEX* that can reduce the total wood fibre needed to make tissue by up to 17% (compared to traditional processes). AIRFLEX* technology creates absorbent towels that helps you use less and waste less.

Kimberly-Clark Professional's AIRFLEX* Fabric Towel is produced using the highest international standards for environmental management.

**For more information:**
**www.kcprofessional.com.au**
**or call 1800 647 994**

Reduce Today Respect Tomorrow*

## Packaging is part of the solution…

The environmental impact of our products does not end once they leave our factories. By being smarter about packaging design, we can reduce the total waste our customers have to dispose of.

With unique packaging and palletisation techniques, we strive to maximise every square inch of loading space when our vehicles hit the road. This doesn't just help cut carbon emissions, it can also make handling and storage easier for customers.

## Continuous improvement is part of the solution…

We know there is still a lot of work to do. We encourage employees to suggest new ways for Kimberly-Clark to continue to improve as a responsible steward of the environment.

We are committed to continuously seeking innovative and effective ways of reducing what we consume today, preserving resources for tomorrow.

## Manufacturing efficiency is part of the solution…

In 1994 we launched VISION, our global environmental program. This program sets global objectives in the areas of energy efficiency, water use reduction, waste minimisation, and landfill avoidance.

The VISION program also sets an expectation that each manufacturing facility will implement an environmental, health and safety management system that closely follows ISO standards and in many cases exceeds them.

Since 2005, our Corporation has made the following progress, on a global basis, against these objectives:

**1.** Reduced total energy used by 6%

**2.** Reduced CO2eq emissions per unit of production by 7%

**3.** Reduced annual water used by 2.4 billion litres

And in 2008 alone we diverted over a million tonnes of waste from landfill.

## Our life cycle approach to sustainability

**1** It all starts with **product design** that strives to reduce how much you use. We always work to ensure our products do what you need them to do while considering ways to reduce the environmental impact at each stage of the product lifecycle.

**2** We are committed to responsible sourcing of **raw materials** and ensuring the sustainability of the fibre we use. KIMBERLY-CLARK CORPORATION has one of the most progressive fibre procurement policies in the tissue industry.

**3** We invest in new technology and process improvements to reduce the use of natural resources and waste from **manufacturing**. In 1995 we launched our global environmental VISION program that fosters sustainability in our products and processes.

**4** We continue to develop more efficient ways of packing, handling and **transporting** our products to reduce the impact of their distribution. With unique packaging and palletisation techniques, we strive to maximise every square inch of loading space when our vehicles hit the road.

**5** Our high performance products are designed to reduce how much our customers need and **use** to get the job done. Improving product performance is at the heart of everything we do. Better performance means you consume less, refill less and throw less away.

**6** Because our products are designed with an eye to reduce how much is consumed and incorporate smart packaging design considerations, reducing the amount you **use and dispose** of is inherent in our approach.

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