

Virgin vs Recycled Fibre

Contrary to common belief, virgin and recycled sources of fibre have similar impacts on the environment - just in different ways*.

Virgin: One side of the story

- ◆ We use virgin cellulose fibres extracted from fully renewable plantation forests to make our high quality tissue products.
- ◆ All our fibre supplies are audited or accredited to certified forest management schemes like PEFC and FSC.
- ◆ We use a by-product of forests supplying timber to the construction industry called 'thinnings'.
- ◆ We pioneered a world first low energy, oxygen bleaching process ensuring all our locally manufactured pulp is Totally Chlorine Free (TCF). That's right no chlorine bleaching in our nappies!
- ◆ Virgin fibre is needed to replenish the continuing losses from fibre stocks as there's not enough recycled paper in Australia to meet demand.



Recycling: The flip side

- ◆ We use recycled fibre in all of our packaging like in our KLEENEX® Facial Tissue and HUGGIES® Nappies Jumbo boxes which are made from 95% recycled fibre.
- ◆ Our Millicent & Tantanoola operations provide valuable support to local industry. Moving away from using 'thinnings' as a fibre source poses environmental pressure on the local industry to find an alternative processing stream for this forest industry by-product.
- ◆ Recycled paper requires installing a de-inking plant, using both chemicals and water and producing sludge as waste product.
- ◆ As our pulp mill is located remotely from major population centres, waste paper would need to be transported a great distance, with consequent environmental impact. In countries where our operations are located close to cities we use recycled fibres.
- ◆ White paper can be recycled up to 7 times. To use it in a single-use tissue product would be wasteful.

Kimberly-Clark takes all these factors into account regularly reviewing them to ensure the most responsible and sustainable use of our valuable resources.



* Source: Independently audited 2008 Life Cycle Assessment (LCA) report