



**KIMBERLY-CLARK PROFESSIONAL\* response to claims made by Dyson against the Take Control of Poor Hand Drying campaign.**

Following KIMBERLY-CLARK PROFESSIONAL's\* successful Take Control of Poor Hand Drying campaign, Dyson have posted various communications which seek to challenge the facts presented in the campaign. Our Take Control of Poor Hand Drying campaign was founded on the outcomes of independent studies and reports that are publicly available and robust in their methodology. See <http://www.europeantissue.com/facts-studies/research/hygiene/uow/>. We would like to reassure our customers that we stand firmly behind our campaign and the studies which support it.

KIMBERLY-CLARK PROFESSIONAL\* remains committed to increasing the awareness of the importance of good hand hygiene practices and the role which paper hand towels play in achieving this.

We would also like to take the opportunity to correct a misconception that hand towels “cannot be recycled once they’ve been used”. In fact, hand towels, like many other paper products, may be recycled once used and the fibres re-used to manufacture further fibre based products.

To get in touch with us to discuss any aspect of our Take Control of Poor Hand Drying campaign, please contact Richard Millard at [kcpuk@kcc.com](mailto:kcpuk@kcc.com). We welcome your comments.