

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

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



## Recycling is part of the solution...

Recycling is an important part of a sustainable future and throughout KIMBERLY-CLARK PROFESSIONAL\* we use recycled fibre when it's the right decision for the environment, as is the case with packaging and some hand towels.

But recycled fibre is not the whole answer and our high performing towels, made from plantation fibre, which offer superior absorbency and dispensing, help to reduce total consumption and waste, also helping to **reduce today and respect tomorrow**.



## Sustainable forestry is part of the solution...

Sustainably managed forests are a renewable resource which 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 and in 2008, we sourced 98% of the virgin fibre we used from certified suppliers, including PEFC and FSC, because we believe sustainable forestry respects tomorrow.

## Technology is part of the solution...

KIMBERLY-CLARK patented a manufacturing technology called AIRFLEX\* that reduces the fibre needed to make tissue by up to 17% (compared to traditional processes).

AIRFLEX\* technology has the highest international standards for environmental management and creates highly absorbent towels that reduce usage, which means less waste.

## International Recognition...

KIMBERLY-CLARK is recognised globally for its sustainability practices. Sustainability is at the core of everything we do and the awards are recognition of a job well done.

- Notable Achievements:
- No.1 in Personal Products Category, Dow Jones Sustainability World Index 2005-2009
  - Corporate Responsibility Index Silver Award 2007-2009
  - Packaging Evolution Award Winner 3 years in a row 2007-2009



## Packaging is part of the solution...

The environmental impact of our products does not end once they leave the factories. By being smarter about packaging design, we reduce total waste for disposal.

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.



## Manufacturing efficiency is part of the solution...

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

Since 2005, our Corporation has: reduced total energy used by 6%, reduced CO2 emissions by 7% and reduced annual water used by 2.4 billion litres.

- Examples of recent Australian achievements:
- In 2009 97.5% of KCA's waste generated was either recycled or reused, reducing landfill to half that of 2003.
  - The steam produced at our Tantanoola Mill provided 28% of Tantanoola and Millicent Mills energy needs - 36% of our total energy use in Australia.

**At every stage of our product's lifecycle, we strive to reduce environmental impact, and leave more for future generations...**

1



It all starts with **product design**, where we always work to ensure our products 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.

6



Because our products are designed to reduce how much is consumed and incorporate smart packaging design, reducing the amount you **dispose** of.



3



We invest in new technology and process improvements to reduce the use of natural resources and waste from **manufacturing**.

5



Our high performance products are designed to reduce how much our customers need and **use** to get the job done.

4



We continue to develop efficient ways of **transporting** our products to reduce the impact of their distribution. With unique packaging and palletisation techniques, we strive to maximise every inch of loading space.

**For more information: [www.kcprofessional.com](http://www.kcprofessional.com) or call 1800 647 994**