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It's all about balance!



# balance



RENEW

RECYCLE



RE-USE

REDUCE



RETHINK



**Kimberly-Clark's aim is to create the most environmentally responsible tissue manufacturing process possible.**

To be truly environmentally responsible, you have to look at the big picture not just concentrate on one small part of the issue. You have to balance your business needs against the environmental impact of everything that you do.

Is recycling good? Of course. And Kimberly-Clark are committed to it, but recycling is not always the best solution or the total solution. Kimberly-Clark carefully consider all aspects of the production process: energy consumption, water usage, waste water, recycling, manufacturing wastage, reduction in packaging, transportation, resource management and many more.

Acting responsibly is not just confined to our production process. Kimberly-Clark subscribe to Greenfleet, who plant 17 native trees for each car in our sales fleet. As these trees grow they absorb greenhouse gases equivalent to that produced by the average car.





### When to use recycled materials.

Kimberly-Clark use recycled materials wherever they are the most appropriate choice.

All of our packaging is made from 100% recycled material. In fact in Australia, 97% of all recycled paper material goes in to either cardboard packaging or newsprint.

For waste paper to be recycled, it must first be de-inked. This process produces approximately 0.5 tonne of sludge (40% solids) for every tonne of recycled paper. This sludge then goes to landfill and as it breaks down produces methane which is a major contributor to the Green House Effect.

Our commitment to managing our packaging in the most environmentally responsible manner led us to sign the 'National Packaging Covenant' [1999]. This requires an undertaking to reduce packaging wherever possible, use more recycled fibre and design our packaging to assist with both.

Kimberly-Clark also follow the 'Environment Packaging Code' which sets rigorous standards in compliance.

### When to use virgin raw materials. [thinnings from plantation trees]

The ultimate quality of our products, and all of the environmental issues involved, are always considered when choosing our raw materials.

The primary material component of tissue manufacturing is wood pulp or fibre.

Our wood pulp comes from plantation trees – a renewable resource. All plantations are Internationally Certified as well as meeting the Australian Forestry Standard [AS 4708]. Our wood pulp NEVER comes from rainforest or ecologically sensitive areas.

The pulp is made up of 75% waste or thinnings of Pine plantations and 25% from Eucalyptus plantations. The Pine tree pulp provides fibres that are long and thick which gives our tissue its strength. The Eucalyptus tree pulp has fibres that are shorter and finer. This gives both smoothness and opacity to our products. This control and purity is very important with products used on the body for personal hygiene.

Post consumer waste is in limited supply and should be used to manufacture products that can be recycled several times rather than for hygiene products that are for single use. That is why recycled fibres are more suitable to uses such as the production of packaging.

Our mills are located as near as possible to the tree plantations. This helps us to reduce green house gas emissions and the consumption of fossil fuels required for transportation of raw materials.

## How we whiten our tissue without creating harmful waste products.

Another very important aspect of using virgin wood pulp is that it enables us to whiten our product using an oxygen based process.

This method uses hydrogen peroxide, which provides oxygen for bleaching. This generates small amounts of by-products, similar to the natural breakdown of wood in the forest with air and water. The process has no known adverse environmental impact. Hydrogen peroxide bleaching is state of the art in tissue manufacturing and a responsible choice for the environment.

It is important to balance up the whole process, raw material, processing, by-products and end use to make the wisest decisions.



## Ongoing commitment to improve all areas of manufacturing.

Kimberly-Clark are one of the first manufacturers in Australia to adopt the ISO 14,001 Environmental Management System.

We have reduced our overall water consumption by 40% in the last 5 years, and continue to decrease the levels of waste water. All waste water is treated using the best available technology and residual wastes have decreased consistently.

In 2004 [relative to 2003] total emissions were reduced by 40% for Biological Oxygen demand, 27% for Colour, 30% for Suspended Solids and 10% for Water use.

We have set 'Energy Benchmarks' for each of our major production processes and demand of ourselves that all of these benchmarks are met or exceeded.

Recycling of waste materials within our manufacturing plants is strictly controlled. We strive to minimise all waste and avoid sending any waste to landfill. When waste is unavoidable, it is sorted for use in the appropriate manner. For example, waste sludge, twigs and tree knots from the pulping process are used in garden compost. Trimming wastes and rejected stock are returned and reused in the manufacturing process.

Environmental auditing of our manufacturing sites is conducted every year. Kimberly-Clark consistently achieve a high level of compliance.

## Our Environmental Policy.

In February 2003, the Board of Kimberly-Clark reviewed and gave their commitment to the current Environmental Policy which states Kimberly-Clark Australia will:

- Review and continually improve its environmental management system, with the objective of improving its overall environmental performance.
- Plan, construct and operate all locations to comply with the applicable regulations, to meet ISO 14001 or its equivalent and to act with due diligence for environmental protection and improvement.
- Promote throughout the company a strong environmental ethic as part of its culture.
- Consider favourably, suppliers who pursue good environmental management practices.
- In the case of wood and fibre suppliers, also ensure they practise good forestry management to support sustainable yields and conserve natural values as required in forest management codes. Actively seek plantation wood and waste wood from the sawmilling industry.
- Help conserve resources by the design and production of products to reduce their use of raw materials, packaging and energy in manufacture, and by recycling production wastes.
- Communicate openly and constructively with responsible environmental interests, government authorities and the community generally.



# the future

“ Kimberly-Clark will manage the natural resources we use and the environmental footprint that we leave behind in a way that will enable both our business, and future generations to prosper. ”

**Kenneth A. Strassner**  
Vice President of Environment and Energy