



New WypAll* ForceMax industrial cloths – the best hire you'll make

With the launch of its new WypAll* ForceMax Industrial cloths, Kimberly-Clark Professional* is challenging manufacturing facility managers to reconsider their wiping choices, pitching the WypAll* range of industrial cloths against traditional rags and laundered cloths used in plant and manufacturing settings.

“Have you ever considered the many ways in which your wiping choices affect your KPI's?,” asks Simon Justice, Manufacturing Marketing Manager at Kimberly-Clark Professional*. “Given how important the correct decision is to achieving optimal productivity, isn't it odd that we don't think about it as we would hiring an employee? If your current wiping solution was interviewed, would it get the job?”

Thick and super durable, WypAll* ForceMax – the #1 user-preferred industrial cloth³ – is consistently preferred by users over rags and laundered cloths³ and is designed for superior removal of the toughest, most ingrained, dirt across all types of surfaces.

WypAll* ForceMax absorbs two times faster, and two times more than rags¹. The embossed cloth provides bulk and extra scrubbing power for tough cleaning tasks without tearing or falling apart. WypAll* ForceMax absorbs 40% more oil than rags and absorbs it five times faster.¹ And compared with rags, WypAll* ForceMax reduces disposal waste by up to 78% against average rag usage².

<http://www.kcprofessional.co.uk/hirewypall>

1. Results of Laboratory Tests July 2017
2. Comparison based on average WypAll* cloths usage vs average rag usage
3. Results of Hall Test research conducted by Sapio Research July 2017



WypAll* ForceMax, is the latest cloth from Kimberly-Clark Professional* and is designed for superior removal of the toughest, most ingrained, dirt across all types of surfaces.



Who would you hire? pitches the WypAll* range of industrial cloths against traditional rags and laundered cloths used in plant and manufacturing settings.

Notes

About Kimberly-Clark Professional*

Kimberly-Clark Professional partners with businesses to create Exceptional Workplaces, helping to make them healthier, safer and more productive. Key brands in this segment include: Kleenex, Scott, WypAll, Kimtech and Jackson Safety. To see how Kimberly-Clark Professional* is helping people around the world to work better, please visit www.kcprofessional.com.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust Kimberly-Clark's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in 80 countries. To keep up with the latest news and to learn more about the Company's 145-year history, visit www.kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).