



# 1st Tissue Company in North America With FSC® Certified Products

**It's important for us ... and for you**





# FSC Facts & Reasons To Buy

**KIMBERLY-CLARK PROFESSIONAL\*** is the first away-from-home tissue products provider in North America to receive FSC chain-of-custody certification. It's a designation that's important for us – and for you.

“*Kimberly-Clark is truly a leader in responsible fiber procurement practices. Not only was K-C the first tissue company in North America to seek and obtain FSC chain-of-custody certification, the company is driving even greater volumes of FSC certified fiber through its production and supply chain. It is gratifying to partner with an organization that is working so diligently to encourage exemplary forest management.*”

*Corey Brinkema, President, FSC-US*

## Who is FSC?

The Forest Stewardship Council is an international, non-governmental organization dedicated to promoting responsible management of the world's forests through third-party forest certification and product labeling. The FSC label provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment as well as providing ongoing business value.

## What is FSC Chain-of-Custody Certification?

FSC chain-of-custody certification tracks FSC certified material from the product to its original source, including all stages of processing, transformation, manufacturing and distribution. It is a guarantee to consumers and businesses that FSC labeled products come from well-managed forests or other FSC approved sources, including post-consumer reclaimed material. Only FSC chain-of-custody certified companies, such as KIMBERLY-CLARK PROFESSIONAL\*, are allowed to label products with the FSC trademarks.

FSC chain-of-custody certification requires control systems and procedures that:

- Account for FSC certified wood as it passes along the supply chain
- Ensure that any non-FSC certified wood is from controlled, non-controversial sources
- Ensure that sources and levels of post-consumer recycled fiber are verified

## What is a FSC Mix Label?

This label certifies that the wood fiber used to make the product comes from a combination of well-managed FSC certified forests, controlled sources and/or post-consumer waste.



## Does the FSC sample label look familiar?

- The FSC label is very prominent in the printing industry, wood based building materials, and wood based furniture.
- You can find the FSC label on catalogs, annual reports, marketing materials, consumer products, product packaging, and within the walls of the world's largest retail stores.
- FSC is recognized in the Leadership in Energy & Environmental Design (LEED®) program of the USGBC for the use of FSC certified wood in green building projects.



## Why Buy FSC Certified Products From KIMBERLY-CLARK PROFESSIONAL\*?

- The FSC label looks at both virgin and recycled fiber in the chain-of-custody certification. It is important to you because we believe **a mix of virgin and recycled fiber can result in improved performance.**
- Independent certification can help you and your customers identify, select and purchase more environmentally responsible products.
- Our FSC labeled products have been independently audited by an accredited certifier as meeting the FSC chain-of-custody requirements. So, even though Kimberly-Clark has one of the most progressive fiber procurement policies in the industry, you don't have to just take our word for it.
- Our FSC labeled products provide a 3rd party certification option in addition to Green Seal™ and EcoLogo®.
- The FSC label continues to grow and should become recognizable by more and more people as a key part of an environmentally responsible product plan for your company.
- **You can have the quality and performance of the KLEENEX® and SCOTT® brands you know and trust, along with the confidence that the raw materials are sourced to the highest standards.**
- In addition to our FSC certified products, KIMBERLY-CLARK PROFESSIONAL\* uses FSC certified paper for our catalogs, brochures, and other printed materials.

## Why Is FSC Important To You?

It's the world's most respected assurance that the forest products you buy come from sources that are managed with consideration for people, wildlife and the environment. For example, FSC certification ensures that:

- Forests of high conservation value, such as those containing rare and endangered plants and animals, are protected
- Natural forests are not cleared and converted to other uses
- Highly hazardous chemicals are prohibited
- The rights of indigenous peoples, workers and forest-dependent communities are protected

The FSC label also assures that recycled fiber is from verified suppliers with confirmation of post-consumer content.

**FSC is increasingly recognized by governments and independent environmental groups throughout the world, and it has become synonymous with responsible forestry.**

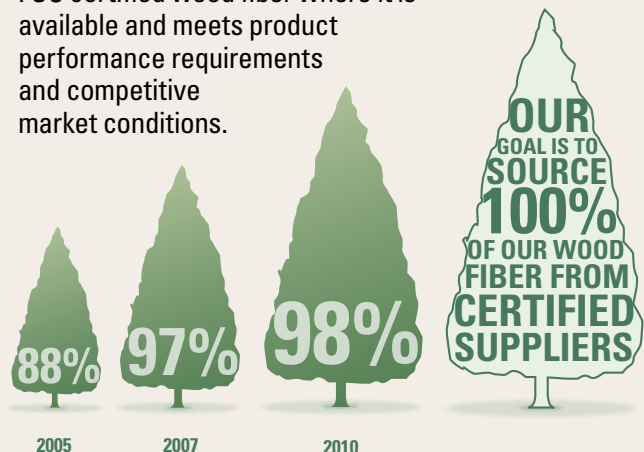
Reduce Today, Respect Tomorrow\* is the KIMBERLY-CLARK PROFESSIONAL\* approach to sustainability. It begins with the understanding that the way we use resources today shapes the world of tomorrow. And it has led us to focus on reducing consumption at every stage of the product

lifecycle – from design and manufacture to distribution and disposal. Reduction is the key to lowering the environmental impact of our activities as well as those of customers. To learn more, visit [www.kcpreducesustainability.com/us](http://www.kcpreducesustainability.com/us)



## Our Fiber Procurement Policy

Kimberly-Clark is committed to responsible fiber procurement practices and the sustainable use of all natural resources. We're working to ensure all of the wood pulp we use comes from responsibly managed forests. Our goal is to source 100% of our wood pulp from suppliers that have certified their forests or fiber procurement activities. We give preference to FSC certified wood fiber where it is available and meets product performance requirements and competitive market conditions.





*For a complete listing of FSC certified products, view our Hand Hygiene & Tissue catalog at [www.kcprofessional.com](http://www.kcprofessional.com)*

*For a complete listing of the fiber content in each product, view our Fiber Content Guide, available in the Literature and Facts section at [www.kcreducetoday.com/us](http://www.kcreducetoday.com/us)*



### Our Guarantee

Your total satisfaction means everything to us. If, for any reason, our products do not meet your expectations, Kimberly-Clark will reimburse you† for your initial purchase, via FREE product, for up to \$1,000.

For more information on KIMBERLY-CLARK PROFESSIONAL\*, visit us online at [www.kcprofessional.com](http://www.kcprofessional.com), contact your Kimberly-Clark Sales Representative, or call us at 1-888-346-GOKC (4652).

† Guarantee extended to consuming end-user accounts only.



The mark of responsible forestry



Printed with Soy Ink.

Kimberly-Clark warrants that its products (1) comply with K-C's standard specifications as of the delivery date to K-C's authorized distributors/direct purchasers except for auto darkening filters which shall be warranted for two years from date of end user purchase (verified by valid sales receipt) and powered air purifying respirators which shall be warranted for one year from date of end user purchase (verified by valid sales receipt); (2) comply with all K-C labeling representations; and (3) are manufactured in compliance with all applicable federal, state, and local laws in effect at the time and place of manufacture of the products. **THIS WARRANTY IS IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.** K-C is not liable for any kind of special, incidental, or consequential damages. K-C's liability for breach of contract, tort or other cause of action shall not exceed the product purchase price. Purchasers and users are deemed to have accepted the above warranty and limitation of liability, and cannot change the terms by verbal agreement or by any writing not signed by K-C. To the extent required by applicable law, K-C does not limit its liability for death/injury resulting from K-C's negligence.

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