

# Andrex® Extends Mega Rolls Range – Longer Lasting Family Size Packs With 50% More Sheets

LONDON, June 1, 2023 – Andrex®, the UK’s number one non-food FMCG brand, has announced that it will be extending the Mega Rolls format across its portfolio into Supreme Quilts and Gentle Clean as the brand continues to strive to deliver great products with families’ needs in mind.

Mega Rolls launched in July 2022, providing a solution for consumers looking for great value and longer roll pack formats in their weekly shops. Initially launching with the Classic Clean variant, Mega Rolls will be available to purchase in two additional formats; Supreme Quilts, designed with softer and thicker sheets for premium comfort, and Gentle Clean, family-favourite embossed with the iconic Andrex puppy on every sheet.

Mega Rolls retain the same soft and strong qualities that people have come to know and love from Andrex for more than 80 years, offering the same great clean, but with at least 50% more sheets on each roll – lasting 50% longer.\*\*

Reflecting the brand’s mission to become more sustainable, Andrex Mega Rolls use less plastic packaging and cardboard, require less trucks to transport, and the packaging contains at least 30% recycled material.\*\*\* These efforts are in addition to the brand’s existing commitment to produce all products in the Andrex range from responsibly sourced fibres and use only 100% recyclable packaging, which contains at least 30% recycled plastic.

Andrex Supreme Quilts and Gentle Clean Mega Rolls will be available on shelves from 5<sup>th</sup> June 2023 and will continue to roll out nationwide throughout the summer.

Dan Howell, Vice President and Managing Director UK & Ireland, Kimberly-Clark, said: “We are committed to listening to our customers’ needs and have been looking for ways to improve their lives through our Andrex products for over 80 years. We know that our customers are constantly looking for better value during their weekly shops but still want comfort and quality, which is why we are proud to extend our Andrex Mega Rolls portfolio to include Gentle Clean and Supreme Quilts. A family-size pack lasts 50% longer\* compared to standard rolls, so families can feel confident in enjoying a superior feeling of clean, for even longer.”

## Additional Information

\*at least 22% less plastic packaging vs. Andrex standard roll equivalent, at least 33% less core board vs. Andrex standard roll equivalent.

\*\* Range:

- Classic Clean: \*vs. Andrex® Classic Clean Standard rolls
- Supreme Quilts: \*vs. Andrex® Supreme Quilts Standard rolls
- Gentle Clean: \*vs. Andrex® Gentle Clean Standard rolls.

\*\*\* At least 13% less trucks on the road vs. Andrex standard rolls.

### **About the Andrex® Brand**

Andrex®, one of the UK's most recognisable and celebrated brands, launched in 1942. We have been the nation's favourite toilet tissue ever since. UK households use over 8 million miles worth of Andrex® every year. Andrex® created the UK moist toilet tissue category in 1992. The brand name of moist toilet tissue, Andrex® Washlets®, was created in 2012 and the brand has been Number One in the category ever since. Three million households buy Andrex Washlets per year. For more information on Andrex, visit [Andrex.co.uk](https://www.andrex.co.uk).

### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Sweety, Softex, Viva and WypAll, hold No. 1 or No. 2 share positions in approximately 80 countries. We use sustainable practices that support a healthy planet, build strong communities, and ensure our business thrives for decades to come. We are proud to be recognized as one of the world's most ethical companies by Ethisphere for the fifth year in a row. To keep up with the latest news and to learn more about the company's 150-year history of innovation, visit [kimberly-clark.com](https://www.kimberly-clark.com).

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Additional assets available online: **Photos** <sup>(2)</sup>

<https://www.news.kimberly-clark.com/2023-06-01-Andrex-R-Extends-Mega-Rolls-Range-Longer-Lasting-Family-Size-Packs-with-50-More-Sheets>