

# Kimberly-Clark Introduces Innovative Smart-Fold Sterilization Wrap Designed With 64% Greater Strength

## **- New sterilization packaging meets demanding needs in the sterile processing department and operating room -**

ROSWELL, Ga., Oct. 25, 2012 /PRNewswire/ -- Kimberly-Clark today announced the launch of Kinguard Smart-Fold Sterilization Wrap, an innovative sterilization packaging designed to provide the durability necessary for the most demanding applications. Smart-Fold features triple-layer reinforcement, making it 64 percent more durable than the leading sterilization wrap, to protect the heaviest procedure trays and loaner sets from tears and cuts that can occur during handling. The extra reinforcement also translates to fewer trays being returned for reprocessing.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/58823-kimberly-clark-kinguard-smart-fold-sterilization-wrap-greater-strength>

(Logo: <http://photos.prnewswire.com/prnh/20110928/DA76879LOGO>)

Smart-Fold Wrap was developed in collaboration with sterilization professionals from around the world to meet customers' need for extra protection for sterilized surgical instruments. Its patented design is engineered to fit the most challenging procedure trays and reduce waste. The innovative positioning strips allow for 59 percent faster wrapping, resulting in less physical strain on staff and less training time. In fact, 96 percent of users indicated that Smart-Fold is easier to use.

"Kimberly-Clark is at the forefront of bringing product innovation to the healthcare market and Smart-Fold is no exception. This wrap is our latest breakthrough to address a wide range of sterilization needs," said John Amat, Vice President of Sales and Marketing, Kimberly-Clark Health Care. "As industry leaders in sterilization packaging, we worked with over 2,000 customers around the world to develop Smart-Fold, and we are thrilled to introduce this new wrap that is dramatically stronger--by design. Smart-Fold provides the durability and extra protection to support the most challenging and difficult applications."

In addition to its unique design and triple-layer reinforcement for durability, Smart-Fold also includes the Quick Check feature, combining a blue wrap layer with a white inner layer so users can quickly and easily identify if sterility has been breached.

"Kimberly-Clark really takes the time to understand the challenges users face with processing and handling heavier instruments and loaner trays," said Mark Duro, Manager of the Central Sterile Processing Department at a leading orthopedic hospital. "We worked closely with Kimberly-Clark during the product development phase to provide detailed feedback along the way. We imparted our expertise and that will ultimately help our own central services and operating room staff to experience greater efficiencies."

Kinguard Smart-Fold Sterilization Wrap will begin to be available starting in late 2012 in the heaviest grade,

KC650, and will continue to roll out through 2013. For further information, visit [www.smart-fold.com](http://www.smart-fold.com).

### **Kimberly-Clark in the Healthcare Environment**

Around the world, medical professionals turn to Kimberly-Clark for a wide portfolio of solutions that improve the health, hygiene and well-being of their patients and staff. As part of their healing mission, caregivers rely on Kimberly-Clark to deliver clinical solutions, hygiene & cleaning offerings, and educational resources that they can depend on to prevent, diagnose and manage a wide variety of healthcare-associated infections. This more than \$1 billion global enterprise of Kimberly-Clark Corporation holds the No. 1 or No. 2 market share position in several categories, including infection control solutions, surgical solutions, pain management, hygiene solutions and digestive health. And throughout the care continuum, patients and staff alike trust Kimberly-Clark medical supplies and devices, KLEENEX tissues, KLEENEX & SCOTT skin care products and SCOTT towels for day-to-day needs. For more information, visit <http://www.kchealthcare.com> and <http://www.kcprofessional.com>.

### **About Kimberly-Clark**

Kimberly-Clark 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 K-C'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 the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 140-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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