

Kimberly-Clark Issues Challenge To Technology Startups And Entrepreneurs

DALLAS, Sept. 3, 2015 /PRNewswire/ -- Kimberly-Clark and its Digital Innovation Lab, or D'Lab, has renewed its global call for open-source innovation to the consumer package goods category through its K-Challenge. The K-Challenge, now in its third year, invites the best start-up companies and entrepreneurs from around the globe to help identify potential "Tech for Life" solutions for the company and its well-known global brands such as Kleenex, Huggies, Depend and Kotex.

"Consumers continue to erase the boundaries that once defined distinct marketing channels. That requires us to be relentless in our commitment to marketing, technology, and innovation, and within that, accessing the very best open-source innovation," said Clive Sirkin, Chief Marketing Officer, Kimberly-Clark. "We want to ensure our trusted brands continue to meet the needs of our digitally savvy consumers in new and innovative ways."

The K-Challenge is an open invitation to entrepreneurs and technology startups to bring innovation to the consumer goods category. The program is primarily focused on inviting startup companies with proven solutions in five key areas:

- Location-based Technologies
- Omni-channel Commerce Experiences
- Data & Predictive Analytics
- Content & Media Experiences
- Internet-of-Things/Wearables/Connected Devices

Select startups from the K-Challenge program will work on pilot programs with Kimberly-Clark brands in one or more of its geographic regions around the world. They will also benefit from Kimberly-Clark's global experience, distribution, and mentorship to develop their companies further while testing their products on a global scale.

To be eligible for the K-Challenge a startup company must have a working tech solution, and be funded at seed level or above. Applications are being solicited from startups globally, with submission deadlines that vary based on the event most convenient to each startup. For applications and more information about the K-Challenge, please visit <http://www.kcdlab.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 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 80 countries. To keep up with the latest K-C news and to learn more about the company's 143-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).

[KMB-B]

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

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/kimberly-clark-issues-challenge-to-technology-startups-and-entrepreneurs-300137780.html>

SOURCE Kimberly-Clark Corporation

For further information: Terry Balluck, Kimberly-Clark Corporation, +1.972.281.1397, Terry.Balluck@kcc.com

<https://www.news.kimberly-clark.com/press-releases?item=124418>