

# Sick Of Germs In The Workplace?

## Fight Back with Eugene "Call me Hi Gene" Hammer

ROSWELL, Ga., Nov. 14, 2012 /PRNewswire/ -- Do workplace germs gross you out? Having trouble getting co-workers to adopt good hygiene habits? Then Eugene Hammer just might be your man.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/59135-kimberly-clark-healthy-workplace-eugene-hammer-video-series-lester-speight>

(Photo: <http://photos.prnewswire.com/prnh/20121114/MM10988> )

The star of a new [video series](#) designed to tackle the spread of cold and flu germs, Eugene is a germ-conscious employee's dream come true – a guy who'll jolt less hygienic co-workers into action. It's also an instance where germs and "going viral" could prove to be a winning combination.

That's because the first 250 people who view the videos will receive a desk caddy with Kleenex hand sanitizers, anti-viral facial tissue and Scott sanitizing wipes. Plus they'll be treated to a series of entertaining encounters as Eugene encourages a wacky group of workers to "take the pledge" and break the chain of germ transmission via a three-step "wash, wipe, sanitize" protocol.

It's a serious message delivered all in good fun by Eugene "Call me Hi Gene" Hammer, who is portrayed with over-the-top enthusiasm by actor Lester Speight ("Transformers," "Norbit").

The five-episode series is being released by [The Healthy Workplace Project](#), a [Kimberly-Clark Professional](#) program that gets employees actively involved in helping to reduce the spread of cold and flu germs throughout the office. It will be rolled out every two weeks on The Healthy Workplace Project website [www.healthyworkplaceproject.com](http://www.healthyworkplaceproject.com).

Research shows that more than one-third of employees are germ-conscious and care about the health and cleanliness of the workplace.

"We're trying to help these advocates transform their workplaces by influencing co-workers as well as their office and facility managers," said Joel Schellhammer, Go to Market Director, Offices and Education, Kimberly-Clark Professional. "Eugene, with his unorthodox methods and humorous approach, is a champion of these conscientious employees. He gets workers to pay attention and take germ prevention seriously."

### **View Videos, Win Prizes**

To keep office workers healthy during cold and flu season, Kimberly-Clark Professional will send a supply of desk caddies to the first 250 viewers who watch the videos. Considering that 98 percent of workers are affected by minor illnesses each year, the caddies should come in handy. For details and contest information, visit [www.healthyworkplaceproject.com](http://www.healthyworkplaceproject.com).

[The Healthy Workplace Project](#) is a Kimberly-Clark Professional initiative that takes an innovative approach to hand and surface hygiene to help employees understand, eliminate and prevent the spread of cold and flu germs throughout their offices. It aims to put a dent in the 560 million expected cases of the common cold this year and reduce the absenteeism and productivity losses from colds, the flu and other illnesses. It does so by providing a comprehensive range of educational materials and innovative solutions to maintain hand and surface cleanliness, including:

- The Healthy Workplace Project Desk Caddy, with three tools for washing, wiping and sanitizing – Kleenex moisturizing instant hand sanitizer, Kleenex anti-viral facial tissue and Scott disinfectant wipes.
- The Kimberly-Clark Professional Automatic Door Handle Disinfectant, a new offering that safely and effectively kills 99.9 percent of most common viruses and bacteria on the door handle.
- The Electronic Skin Care Cassette Dispenser Floor Stand, a portable instant hand sanitizing station that can be placed in multiple locations.
- Educational materials, including content on The Healthy Workplace Project website, the Eugene Hammer videos, posters and other signage to encourage employees to adopt healthier hand and surface hygiene habits.

"The good news is you can significantly reduce your chances of catching a cold by practicing effective prevention measures," Schellhammer said. "By consistently following the wash, wipe, sanitize protocol, you can reduce your chance of catching a cold or the flu by as much as 80 percent."

To view the videos or for more information about The Healthy Workplace Project, go to [www.healthyworkplaceproject.com](http://www.healthyworkplaceproject.com).

### **About The Healthy Workplace Project**

The Healthy Workplace Project is a multi-faceted program designed by Kimberly-Clark Professional to help companies provide their employees with a healthier and more productive office environment. It offers a unique approach to hand and surface hygiene that helps employees understand how germs are transmitted to help stop their spread throughout the workplace. The program provides educational materials in conjunction with hand and surface hygiene products to employees, arming them with the tools and knowledge necessary to break the cycle of germ transmission in the office. By reinforcing the importance of the three-step protocol of "wash, wipe, sanitize" through The Healthy Workplace Project, employers can help reduce that impact. For more information, visit [www.healthyworkplaceproject.com](http://www.healthyworkplaceproject.com).

### **About Kimberly-Clark Professional**

Kimberly-Clark Professional partners with businesses to create Exceptional Workplaces helping to make them safer, healthier, and more productive. Key brands in this segment include: Kleenex, Scott, WypAll, Kimtech, and Jackson Safety. Kimberly-Clark Professional, located in Roswell, Ga., is one of Kimberly-Clark Corporation's four business sectors. To see how we are helping people the world over, work better, please visit [www.kcprofessional.com](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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