

Kimberly-Clark Introduces Scott Naturals Tube-Free - The First Coreless Bath Tissue For The Home

DALLAS, Oct. 28 /PRNewswire/ -- Making it easier for consumers to take a "green step" at home, Kimberly-Clark today announced the introduction of the first toilet paper in the U.S. without the cardboard tube for use at home – Scott Naturals Tube-Free bath tissue. This innovative product eliminates the cardboard tube that has been the central fixture of rolled toilet paper for more than 100 years – a simple step with major potential to eliminate millions of pounds of material from the waste stream. Scotts Naturals Tube-Free bath tissue is currently being tested exclusively at select Walmart and Sam's Club stores in the northeast U.S.

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"The Scott brand was the first to put bath tissue on a cardboard tube – and is now the first brand to eliminate the tube," said Doug Daniels, brand manager of strategy and innovation for the Scott brand. "Scott Naturals Tube-Free bath tissue performs as well as traditional rolled toilet paper – while reducing material in the waste stream."

U.S. households use an estimated 17 billion bath tissue tubes annually, equivalent to 160 million pounds of waste – equal to the weight of more than 250 Boeing 747 airliners. The cardboard tubes can be recycled – but often are not. In fact, in a survey by Scott Naturals brand of about 1,000 participants, over 85 percent said that they throw it out with the trash most often.

"By eliminating the tube, we are making it easy for consumers to help tangibly improve the environment, without compromising on product quality or performance," said Daniels. "We know that it all adds up, and we're helping our consumers make a positive impact."

Scott Naturals Tube-Free bath tissue is easily placed on a regular tissue spindle and dispenses the same way as the traditional product. There is no change to the user's normal routine. The product will be priced the same as current Scott Naturals bath tissue with the tube.

This newest innovation from the Scott brand builds on the successful 2009 introduction of the entire Scott Naturals family of bath tissue, towels, flushable moist wipes and napkins - delivering the performance, quality and value consumers demand while providing meaningful environmental benefits -- that's Green Done Right.

"We are delighted to collaborate with Walmart and Sam's Club on the market test of Scott Naturals Tube-Free bath tissue," said Daniels. "The introduction of the first tube-free bath tissue for the home is a green step

forward that exemplifies K-C's commitment to sustainability and to developing products that meet the needs of today's environmentally conscious consumers."

"At Walmart, we know innovation that results in a more sustainable product will ultimately help save our customers money and reduce their impact on the environment," said Al Dominguez, Walmart vice president of household chemicals and paper goods. "The Scott Natural's Tube-Free bath tissue is another example of an item that helps Walmart move closer to its goal of selling products that sustain people and the environment."

"We are pleased we could work with the Kimberly-Clark team on the development of the new Scott Natural's Tube-Free bath tissue as part of our effort to make the products we offer more environmentally sustainable," said Jill Turner-Mitchael, senior vice president, Health and Wellness. "At Sam's Club, we believe in taking simple steps to saving green and look forward to sharing the success of this product with our supplier community to inspire others to think beyond the status quo."

The Northeast market test of Scott Naturals Tube-Free bath tissue will be supported with a comprehensive marketing campaign including TV advertising, a partnership with MeetUp.com, FSIs, direct mail, in-store marketing and product demonstrations.

Study Methodology

The data referenced above is based on a telephone survey commissioned by Scott Naturals. The CARAVAN® Survey was conducted during the period of July 15-18, 2010 of 1,006 adults comprising of 502 men and 504 women 18 years of age and older, living in private households in the continental United States. The margin of error on the total sample is approximately +/- three percent.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C 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 138-year history of innovation, visit www.Kimberly-Clark.com.

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