

# The Neat Sheet Brings Protection, Convenience And Comfort

The Neat Sheet Brings Protection, Convenience and Comfort DALLAS, April 30, 2002--Just in time to meet the needs of the more than 100 million Americans hitting the road for summer excursions this year, Kimberly-Clark Corporation (NYSE: KMB) today introduced a first-of-a-kind product for outdoor activities - The Neat Sheet ground cover. The Neat Sheet ground cover is a water-repellent, cloth-soft, machine washable alternative to the bulky beach-blanket, bed-sheet or tarp.

Made of a Kimberly-Clark patented nonwoven fabric that repels water, sand and dirt, The Neat Sheet is big enough to comfortably seat a family of four, yet small and light enough to fit in a beach bag, backpack or picnic basket. The Neat Sheet ground cover's portability, versatility and securability - it has built-in weighted corners - make it ideal for dozens of summer activities from picnics in the park, days at the beach and nights under the stars - or fireworks - to outdoor concerts, camping trips and spectator sporting events. The Neat Sheet is also perfect for road trips, protecting travelers from hot car seats and car seats from messy spills, and wet bathing suits.

"We continually talk with consumers to identify unmet needs," said Kathi Seifert, executive vice president at Kimberly-Clark. "Starting with consumer research enables us to turn interesting ideas into pioneering products using our proprietary technology and innovative approach to product development and design. The Neat Sheet ground cover is yet another example of how we translate our knowledge and understanding of consumers into products that fill a void in the marketplace."

The idea for The Neat Sheet first surfaced during a focus group for Huggies Little Swimmers disposable swim pants. When asked what else they would like to have from Kimberly-Clark, focus group parents told researchers they would appreciate a convenient, reliable, water-repellent ground cover for outdoor family excursions.

In addition to providing protection from the elements outdoors, The Neat Sheet offers dozens of indoor uses, including as a baby play blanket, hobby tarp, exercise mat, or under the craft table. The Neat Sheet ground cover can be washed as many as eight times for repeated use.

The introduction of The Neat Sheet is being supported by a full advertising and promotion campaign. Television commercials featuring The Neat Sheet ground cover began airing on April 18 and magazine advertising will premier in May parenting and lifestyle publications.

The Neat Sheet will be available nationwide by May 1, and most retailers will stock it in a seasonal department, near paper napkins, or in the baby section. Photos of The Neat Sheet product can be downloaded from Kimberly-Clark's News/Press photo page at [www.kimberly-clark.com](http://www.kimberly-clark.com).

## Nonwovens Technology, Kimberly-Clark Core Competency

Many Kimberly-Clark innovations have benefited from the company's expertise in nonwovens technology. Nonwovens, versatile, cloth-like materials made from synthetic fibers, are an important component in Kimberly-Clark products that account for approximately 50 percent of the company's revenues. In fact, a number of Kimberly-Clark's most successful products such as Huggies diapers and Pull-Ups training pants rely on the company's proprietary nonwovens technology.

This technology has allowed for nearly a dozen diaper and training pants improvements during the last decade including a 40 percent thinner diaper, a skin dryness intake system and the first overall breathable outer cover. Today, Kimberly-Clark is the largest producer of single-use nonwovens fabrics in the world.

### **About Kimberly-Clark**

Kimberly-Clark Corporation is a leading consumer products company. Its tissue, personal care and health care products are manufactured in 42 countries and sold in more than 150 countries. Kimberly-Clark is home to some of the world's most trusted and recognized brands, including Kleenex, Kotex, Scott, Depend, Huggies and Pull-Ups.

Nearly one-quarter of the world's population, or 1.3 billion people, use Kimberly-Clark products each year. Kimberly-Clark has been on Fortune magazine's list of "Most Admired" corporations since 1983 and was recently named to its list of "100 Best Companies to Work for in America." For more information about Kimberly-Clark and its well-known brands, visit the Kimberly-Clark Web site at [www.kimberly-clark.com](http://www.kimberly-clark.com).

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