

GoodNites* TRU-FIT* Wins 2015 Product Of The Year Award

NEENAH, Wis., Feb. 11, 2015 /PRNewswire/ -- Kimberly-Clark's GoodNites brand today announced that GoodNites* TRU-FIT* underwear has been awarded the 2015 Product of the Year winner in the Children's Products category by Product of the Year USA, an award celebrating innovation and consumer confidence. GoodNites* TRU-FIT* is real, cotton-blend underwear with disposable, absorbent inserts that washes and feels like regular underwear to provide outstanding nighttime protection for children who suffer from enuresis, more commonly known as bedwetting. GoodNites* TRU-FIT* underwear was extremely well-received by parents during the Product of the Year voting process; in fact, eighty-seven percent of survey respondents noted that they would "talk about GoodNites* TRU-FIT* underwear and recommend others buy it."

"Nearly one-in-six children ages 4 -12 in the U.S. wet their beds. The emotional toll on families can be frustrating, so we created GoodNites* TRU-FIT* as a discreet and reliable bedwetting solution that can also boost their child's confidence and self-esteem," says Kimberly-Clark Brand Director of Childcare, Melanie Huet. "Our goal as a brand is to educate and give families the support they need to understand that they are not alone. We've heard such great feedback about kids who are already using TRU-FIT* underwear, and we're extremely honored to receive this prestigious award from Product of the Year USA."

About The Award

Product of the Year USA is the world's largest consumer-voted product award that recognizes innovation in consumer packaged goods. For the past 6 years, the company has annually surveyed tens of thousands of American shoppers asking them to judge products based on innovation, use, satisfaction and purchase intent.

About GoodNites* TRU-FIT* Underwear

Kimberly-Clark's GoodNites brand - a leading manufacturer of bedwetting management solutions - has introduced GoodNites* TRU-FIT* - real, cotton-blend underwear with disposable, absorbent inserts. This unique machine-washable product is designed for boys and girls in sizes S/M and L/XL, feels like regular underwear and provides outstanding nighttime protection to help keep sheets and pajamas dry at night.

Join the Conversation

To stay up to date on the latest GoodNites brand and bedwetting news, follow @GoodNites on Twitter and visit the Better Night Network at goodnites.com or www.facebook.com/goodnites for retailer location and availability, additional bedwetting solutions and advice from a panel of GoodNites trusted experts.

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 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 143-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

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