

# Kimberly-Clark's Commitment To Forest Conservation Recognized With A 2018 FSC® Leadership Award

## **Company recognized for its "Heart Your Planet" collaboration in North America with the World Wildlife Fund**

NEENAH, Wis., Dec. 3, 2018 /PRNewswire/ -- Kimberly-Clark, along with its partners from the World Wildlife Fund (WWF), were honored by the Forest Stewardship Council® (FSC®) with a 2018 Leadership Award for Kimberly-Clark and WWF's "Heart Your Planet" collaboration. The program was unanimously selected for the Uncommon Partnership award for its success in engaging consumers to look for the WWF Panda logo and FSC® label on product packaging to support responsible forest management.

"Kimberly-Clark continues to lead the U.S. tissue industry as a producer and influencer in promoting the importance of making more responsible products that use FSC®-certified fiber," said Jay Gottlieb, president of Kimberly-Clark's North American Family Care business. "We are proud to have the WWF Panda logo and FSC® label printed on our packaging. This shows our support for these organizations, and demonstrates to our consumers that by using their favorite paper towel, facial and bath tissue, they are helping protect our forests."

The "Heart Your Planet" collaboration launched in 2017, and was the first on-pack awareness campaign of its kind for WWF in the U.S. For over a year, consumers have seen this messaging collaboration on trusted Kimberly-Clark brands, including Kleenex®, Scott, Cottonelle and Viva.

"Given the popularity of Kimberly-Clark's brands and WWF with consumers, this partnership is essential to increase consumer preference for FSC®-certified products from responsibly managed forests," said Corey Brinkema, president of the Forest Stewardship Council U.S.

Kimberly-Clark was the first U.S tissue manufacturer to offer branded FSC®-certified products starting with Kleenex® facial tissue, and it is the first in the industry to have 100% of its suppliers certified as providing fiber from responsibly managed sources. The company also continues its commitment to sourcing 100% virgin wood fiber for its products from certified sources, and it is expanding this commitment to fiber-based packaging. Since 2009, Kimberly-Clark has increased the use of environmentally preferred fibers, including FSC®-certified fiber, in its global tissue products to 89 percent. This is the third FSC® Leadership Award Kimberly-Clark has received since 2014.

### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that

support a healthy planet, build stronger communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 146-year history of innovation, visit [kimberly-clark.com](https://www.kimberly-clark.com) or follow us on [Facebook](#) or [Twitter](#).

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