

Kimberly-Clark And JEA Partner To Change Flushing Habits In Northeast Florida

New campaign will endorse Cottonelle flushable wipes as safe to flush and remind residents of what not to flush

JACKSONVILLE, Fla., June 3, 2019 /PRNewswire/ -- With more than 3,900 miles of wastewater collection lines and 11 treatment plants, the [JEA wastewater team](#) is familiar with the challenges posed by the improper flushing of items not designed or marketed as flushable – mostly baby wipes, but also cosmetic wipes, surface-cleaning wipes, paper towels and feminine hygiene products.

But it's what JEA didn't find – flushable wipes manufactured by [Kimberly-Clark](#) – that has the utility taking a different approach to the issue.

"It's clear from the results of this collection study that our customers want a wet wipe solution in the bathroom; however, it's important that our customers stop flushing baby wipes and other wipes that aren't designed to break down in our system," said Deryle Calhoun, Vice President and General Manager for JEA's Water and Wastewater Systems. "So, we want our customers to know that if they're going to use a wipe in the bathroom, we really need them to use a wipe that is truly safe for flushing."

Together Kimberly-Clark and JEA are launching a new campaign intended to remind residents of what not to flush, and importantly, that flushable wipes – specifically [Cottonelle® flushable wipes](#) – are a solution to the problems related to non-flushable wipes in their sewers.

"After looking at the performance of Cottonelle flushable wipes in the lab and in our sewers, we know that the wipe does what it says it does – it breaks down after flushing, contains no plastic fibers, and it is compatible with our system," added Calhoun. "That's why we are able to confidently support this product with our customers in this campaign."

The recent collection study of trash found in Jacksonville's sewers confirmed that the wipes accumulating in the system are baby wipes, cosmetic wipes, household wipes and other wet wipes not designed to be flushed. The study, [available on the JEA website](#), reflects similar data from other large forensic collection studies in [New York](#) and the [UK](#) that flushing these non-flushable products are the cause of problems in municipal systems.

"The Cottonelle team is excited to be working with one of America's leading waste and wastewater utilities to make a real difference. We've felt passionately for years that Cottonelle flushable wipes are a key part of the solution to the issues facing wastewater operators," said Ashley Abrahamson, Kimberly-Clark brand manager for Cottonelle.

"The conversation about 'wet wipes' and flushable wipes has confused consumers and contributed to flushing wipes that aren't safe for sewers. Working with JEA, we can help their customers choose the right solution for wipes in the bathroom and keep baby wipes out of the sewers," added Abrahamson.

Cottonelle® flushable wipes use a patented technology that causes the wipes to begin breaking down immediately after flushing. They're tested with plumbers, and proven to clear properly maintained toilets, drain lines, sewers, and pumps. Learn more about the technology behind our flushable wipes at

<https://www.cottonelle.com/flushability>.

About JEA

JEA is the largest municipal electric utility in Florida and one of the largest water and sewer utilities in the nation providing electric, water and sewer service to residents and businesses in northeast Florida. For more information on how JEA and its customers are working together to benefit the entire community today and in the tomorrows to come, visit JEA.com or follow us on Facebook or Twitter

About Kimberly-Clark

Kimberly-Clark 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. 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 147-year history of innovation, visit kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).

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