

MEDIA RELEASE

Green procurement is big business

Kimberly-Clark Australia now provides commercial & consumer customers with the 'gold standard'

Wednesday, 11 July 2012: Kimberly-Clark is pleased to announce that all its Australian manufactured tissue and paper towel products¹ are now certified by the Forest Stewardship Council (FSC), considered the 'gold standard' in forestry certification by leading environmental organisations such as WWF and Greenpeace.

Kimberly-Clark Australia is extending its association with WWF's 'Love Your Forests' campaign to incorporate business-to-business customers through its Kimberly-Clark Professional division.

Jacqueline Fegent-McGeachie, Sustainability Manager for Kimberly-Clark Australia and New Zealand says, "Responsible procurement, including the ethical sourcing of materials such as forest fibre, is a key focus area for Kimberly-Clark and is increasingly important to our customers."

"Now that we've achieved Forestry Stewardship Council (FSC) certification across all of our locally made tissue and towel products, we want to help build further recognition and understanding of the certification scheme, whilst emphasising the impact purchasing decisions can have on the environment."

WWF Director of Conservation Gilly Llewellyn says, "We commend Kimberly-Clark for their leadership in the industry and their efforts to drive consumer demand for credibly certified forest products. By extending the 'Love Your Forests' campaign to incorporate Kimberly-Clark's business customers, we have a fantastic opportunity to engage directly with Australian businesses about the need to ensure forest fibre is procured from responsibly managed forests."

The 'Love Your Forests' campaign encourages people and businesses to look for the FSC registered trademark when buying wood based products. This trademark ensures that products come from well-managed forests that protect biodiversity and ecosystem services, respect local concerns and user rights and undergo third party, independent assessment.



The announcement follows the recent launch of Kimberly-Clark Australia's 2015 sustainability strategy entitled Our Essential World, which includes measureable goals based around Kimberly-Clark Australia's sustainability focus areas.

These goals include working towards a 30% absolute reduction in carbon dioxide emissions, zero manufacturing waste to landfill and achieving a 20% recycled or renewable content in plastic packaging. This is in addition to their commitments around ethical and responsible sourcing of forest fibre.

To learn more view the recent Sustainability Report at kimberly-clark.com.au or <http://www.kcprofessional.com.au/home>

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¹ Excluding Scott Facial Tissue

BACKGROUND INFORMATION

About the WWF Love Your Forests Campaign

- Love Your Forests is a way to raise awareness and recognition of FSC certification when sourcing paper and timber products, therefore helping to stop destruction of the world's high conservation value forests.

In the past 10 years more than 1.3 million square kilometres of the world's high conservation value forests have been destroyed – an area roughly the size of Tasmania - every six months

- It has been estimated that Australia imports more than \$400 million worth of illegal timber and illegal wood products each year.
- Most of these forests were biologically rich tropical forests and home to such animals as orang-utans, tigers, and gorillas.
- <http://loveyourforests.org/>

About FSC® Certification www.FSC@australia.org

- The FSC is an independent, non-government, non-profit organisation and since its beginning the FSC has certified over 130 million hectares of forests in over 80 countries.
- FSC® certification is internationally recognised as the world's most rigorous environmental and social standard for responsible forest management.
- With FSC certification you can be assured that fibre is sourced from responsibly managed forests, is not contributing to illegal logging or destruction of high conservation value forests and that endangered wildlife habitats are not being negatively affected.
- It also gives assurance that the rights of workers and indigenous communities are respected.

Kimberly-Clark and Wood Fibre Sourcing

- Kimberly-Clark global fibre procurement policy was developed in consultation with WWF and Greenpeace. To learn more about the company's global fibre procurement policy visit www.kimberly-clark.com
- The Kimberly-Clark Australia and New Zealand's Sustainability 2015 Goals focuses on achieving 100% of fibre from FSC certified sources.
- Kimberly-Clark 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's brands and the solutions they provide to enhance their health, hygiene and well-being. With well-known and trusted brands, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries.

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