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**DON'T FORGET THE DISPENSER.** Evaluating your washroom setting also will help you choose the right dispenser. **If image and style are important**, Kimberly-Clark WINDOWS® Dispensers are customizable with “decorator strips” to match any décor. With matching bath tissue, hand towel and soap dispensers in the WINDOWS® line, facilities can create a “family” look. **Looking for a hygienic, “no-touch” dispenser?** With the SANITOUCH® Roll Towel Dispenser, users touch only the towel they’ll use. There are no cranks or levers where germs can hide waiting for unsuspecting clean hands. **If durability and vandal-resistance are important**, Kimberly-Clark D-2 Dispensers resist cigarette burns, graffiti and towel pilferage (thanks to a key-activated lock). **And for quick maintenance**, look for dispensers that make it easy to see when refills are needed. Kimberly-Clark IN-SIGHT® Dispensers have a smoky transparent finish for economy and quick maintenance. For a sleek new look, choose Kimberly-Clark WINDOWS® and IN-SIGHT® *Series-i* washroom dispensers. These new dispensers feature an updated, modern look and reliable engineering for consistent sturdiness and low maintenance.



*Remember, careful selection of the right hand towel will help provide a consistent image for your entire facility and may help keep tenant satisfaction high.*

*For more information on KIMBERLY-CLARK® Professional Towel products, contact your KIMBERLY-CLARK® Professional representative, visit the KIMBERLY-CLARK® Professional web site at [www.kcprofessional.com](http://www.kcprofessional.com), or call 1.888.346.GOKC (4652).*

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Professional

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How to Select

# *the* Right Hand Towel



 **Kimberly-Clark®**  
Professional

**With so many options, formats and dispensers available, it can be difficult to choose the right hand towel. The following tips should help you decide which towel and dispenser are right for you.**



**1 SKIP THE HOT AIR DRYER.** Paper towels make a better impression. They dry hands better, they're more sanitary, and studies found that nearly 90% of users prefer the performance of paper towels over hot air dryers.

**2 EVALUATE YOUR WASHROOM.** A recent study found that office building tenants spend more time in the washroom each day than they do in the lobby for an entire month. **What do you want your washroom to say about your facility? If you need luxury and home-like comfort,** look to trusted brands, such as KLEENEX® Towels. **If yours is a high-traffic washroom,** consider a longer roll towel that reduces run-out, like the SCOTT® 1000-foot Hard Roll Towel. **Are hygiene and sanitation important?** Look for a "touch-free" towel dispenser like the SANITOUCH® Roll Towel Dispenser. **How much time are you spending on change-outs?** With transparent IN-SIGHT® Dispensers, you can quickly see when a refill is needed.

**3 FOLDED OR ROLL TOWELS?** Roll towels are typically recommended for high-traffic washrooms or where high capacity and lower cost-in-use are required. Roll towels often deter over-use and theft as users aren't as likely to take as much off the roll as they would with folded towels. **Folded towels** are recommended for washrooms where image is more important. Folded towels also eliminate problems relating to dispensers with moving parts.



**4 FIND A FOLDED FORMAT THAT FITS.** First came simple single-folds. Next were c-folds, a format many still use despite poor dispensing. Multi-fold towels were an improvement because users needed only pull the "tail-end" of the towel from the dispenser. However, 1-ply multi-folds tended to tab or tear when pulled from the dispenser with wet hands. To combine preferred hand-drying with a higher-quality, better dispensing towel, **check out the patented SCOTTFOLD® Towel System.**

**5 THE SCOTTFOLD® DIFFERENCE.** Kimberly-Clark revolutionized folded towels with its patented KLEENEX® SCOTTFOLD® C Towel System as a superior replacement for c-folds. The KLEENEX® SCOTTFOLD® C Towel System is **designed for one-at-a-time dispensing,** enhancing the washroom's appearance and controlling costs by reducing maintenance and waste. Next, KIMBERLY-CLARK® Professional introduced SCOTT® SCOTTFOLD® M Towels as a superior replacement to multi-folds. SCOTT® SCOTTFOLD® M Towels are preferred two-to-one over leading competitive multi-folds for looks, softness and hand drying.



**6 KNOW YOUR ROLLS.** While users typically choose roll towels for cost and capacity advantages, KLEENEX® Hard Roll Towels provide an image upgrade. For higher capacity, the SCOTT® 1000' Hard Roll Towel provides 25% more feet than a standard 800-ft. roll towel without increasing roll diameter or sacrificing performance. The towel fits into the same dispenser space and reduces the time spent on change-outs.

**7 KNOW YOUR TOWEL COSTS.** You may be surprised at the total cost-in-use of your current towel system. Did you ever notice all those times that you grabbed more towels than you needed? What about all those times when you pulled a multi-fold and the towel tore because it dispenses 1-ply? How many towels do you think you wasted? About 30 towels every new clip of 200 towels? **Let's assume you have that 15% waste factor, here is how Kimberly-Clark can save you money:**

CONSUMPTION COST ANALYSIS		
	Competitive Multi-fold Towel	Kimberly-Clark Towel SCOTT® SCOTTFOLD® M
Total # Towels/Case	4,000	3,500
Towel Usage Per Hand Dry*	2.41	2.21
Waste Experience Per Hand Dry (15%)	0.36	0.00
Hand Dries Per Case	1,444	1,584
<b>Consumption Cost</b>		
Price Per Case	20.00	20.00
Total Cases Needed Per Year	1,000	912
Total Hand Dries Needed (1,444 x 1,000)	1,444,000	1,444,000
Total Cost	\$20,000	\$18,240
<b>SAVINGS</b>		<b>\$1,760</b>
<b>Case Difference</b>		<b>88</b>

\*Information obtained from our Smart-Dispenser studies. Actual savings may vary depending on actual use.