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**KIMBERLY-CLARK PROFESSIONAL DEVELOPS  
NEW, ENVIRONMENTALLY RESPONSIBLE TRADE SHOW BOOTH DESIGN**

ROSWELL, Ga. (July 20, 2010) – In keeping with its goal of applying sustainability principles to every aspect of its operations, Kimberly-Clark Professional has developed a new environmentally responsible trade show booth, which was unveiled at the BOMA 2010 International Conference & Every Building Show in Long Beach, Calif.

“The new booth is environmentally sustainable in a multitude of ways,” said Lisa Morden, global sustainability leader for Kimberly-Clark Professional. “We looked at every aspect of the booth’s carbon footprint – including the frame, carpeting, paint, fabric, ink and lighting, as well as its size and weight to reduce environmental impact when transporting it from place to place.”

The materials used for both the island and the modular Kimberly-Clark booth configurations are comprised of approximately 90 percent post-consumer recycled, rented or re-used products. These materials are nearly 100 percent recyclable or re-usable so that when the booth is no longer needed by Kimberly-Clark Professional, the materials can be re-used again. In fact, about 60 percent of the materials are directly re-usable, meaning they can be returned to inventory without expending energy to recreate or recycle them.

The booth design is also environmentally responsible in terms of use, weight, transportation, life cycle and the incorporation of audio-visual technology to reduce costly graphic production and impact on the environment.

This revolutionary booth design is aligned with Kimberly-Clark Professional’s Reduce Today, Respect Tomorrow global environmental sustainability program, which takes a big-picture approach to environmental sustainability by seeking to reduce environmental impact at every stage of a product’s life cycle – from raw material sourcing to manufacturing, from packaging to transport, and from design and usage to final disposal. To learn more about Reduce Today, Respect Tomorrow, visit [www.kcpreducetoday.com/us](http://www.kcpreducetoday.com/us).

### **About Kimberly-Clark Professional**

Kimberly-Clark Professional is an indispensable business partner, delivering leading-edge health, hygiene and productivity solutions that provide tangible value every day, everywhere. Kimberly-Clark Professional is also committed to reducing environmental impact at every stage in a product's life cycle with its Reduce Today, Respect Tomorrow program. Known for innovative, quality solutions for away-from-home washrooms, "clean" and "industrial" manufacturing environments, and DIY settings, the global brands of Kimberly-Clark Professional include Kleenex, Scott, Kimcare, WypAll, KleenGuard, and Kimtech. With the acquisition of Jackson Safety, Kimberly-Clark Professional offers an even broader range of PPE and other safety offerings, including welding and work-zone safety products. Located in Roswell, Ga., Kimberly-Clark Professional is one of Kimberly-Clark Corporation's four business segments and can be visited on the web at [www.kcprofessional.com](http://www.kcprofessional.com).

### **About Kimberly-Clark**

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - 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 positions in more than 80 countries.

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