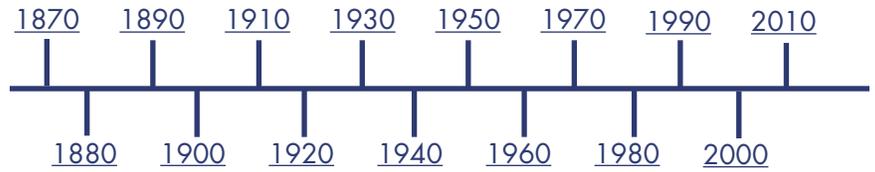


Heritage

Kimberly-Clark's rich heritage is filled with the innovative and visionary spirit of our founders. Read our history to discover how generations of successful men and women transformed Kimberly-Clark into a leading-edge global company that produces superior essential products.

Historical Journey



Historical Journey in the 1870s

1870s

- Kimberly, Clark and Company is established in Neenah, Wisconsin
- Kimberly, Clark and other investors form the Atlas Paper Co.
- Scott Paper Company founded in Philadelphia, Pennsylvania, by Irvin and Clarence Scott

1872

- Four young businessmen, John A. Kimberly, Havilah Babcock, Charles B. Clark and Frank C. Shattuck, join forces as partners in this Wisconsin village and put together the modest sum of \$30,000 to start Kimberly, Clark and Co.
- The company builds the Globe Mill, the first in Wisconsin to make newsprint entirely from linen and cotton rags. Production begins on Oct. 22.

1874

- Scott Paper Co. Limited is founded in Philadelphia, Pennsylvania, as a limited partnership on June 2, 1874, although the final agreement is not signed until 1879. The partners include brothers Thomas, Irvin and Clarence Scott and their cousins Thomas Seymour and Zerah Hoyt.
- Kimberly, Clark & Co. buys Neenah's only other paper mill - known variously as the Smith & Van Ostrand Mill, Red Mill & Neenah Paper Mill. (The mill was torn down and replaced by the new Neenah Mill in 1885.)

1878

- Kimberly, Clark and other investors form the Atlas Paper Co. in Appleton, Wisconsin. When the mill goes into operation the next year, it is the first in the state to produce paper largely from ground or mechanic pulp. Its first product is wrapping paper, and its inventive papermakers gain an enviable reputation for developing new products and processes.

1879

- Brothers Seymour and Irvin Scott ran a paper commission business for 12 years, but the poor economy in the 1870s forced them out of business. Irvin and his younger brother, Clarence, then decided to form their own company out of the remains of the first. Irvin reportedly borrowed \$2,000 from his father-in-law and added it to the \$300 the two brothers had to form the capital of Scott Paper Company.

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Historical Journey in the 1880s

1880s

- Name changes to Kimberly & Clark Company
- Kimberly & Clark becomes the leading paper producer in the Midwest
- Kimberly & Clark build Kimberly Mill and develops town of Kimberly, Wisconsin

1881

- The Vulcan Mill is built, adjoining Atlas, as the company's first mill to produce book paper.

1886

- Kimberly & Clark becomes the leading paper producer in the Midwest. Less than half of its 70-ton capacity is newsprint; about two-fifth's is wrapping paper and the rest is book paper.

1887

- Kimberly & Clark constructs the Telulah Mill in Appleton, Wisconsin, to add to the company's newsprint capacity. (The mill is rebuilt to produce book paper in 1893 and eventually is sold to Fox River Paper Co. in 1921.)

1888

- The Atlas Mill, heart of the company's wrapping paper business, burns down but is rebuilt in only five months.

1889

- To build a large new pulp and paper mill, the firm buys farmland and water power rights along the Fox River three miles east of Appleton, Wisconsin. As part of the development, the company built a hotel and 60 houses which are sold or rented. For this project, Kimberly & Clark turns the design over to renowned architect A. B. Tower of Holyoke, Massachusetts, who John A. Kimberly calls the "prince of paper-mill architects."

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Historical Journey in the 1890s

1890s

- Scott Paper Company is first to put toilet paper on a roll
- Charles B. Clark dies at age 47
- Kimberly & Clark expands by acquiring a small pulp mill

1891

- Charles B. Clark, youngest of the four founders and the one whose idea sparked the creation of Kimberly, Clark & Co, dies at age 47.
- The Shattuck & Babcock Mill is built at DePere, Wisconsin, to make bond and ledger papers.

1896

- Irvin Scott's son, Arthur Hoyt Scott, joins Scott Paper Co.

1897

- Kimberly & Clark expands by acquiring a small pulp mill at Quinnesec Falls, Wisconsin. The mill is torn down and a new mill - one of the world's largest - is built to make wrapping paper and groundwood pulp. The project and the town are renamed Niagara.

1899

- Scott Paper's new Glenwood Avenue factory in Philadelphia, Pennsylvania, burns down. Rebuilding is immediately undertaken, and reopens in January 1900.

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Historical Journey in the 1900s

1900s

- The Kimberly Mill burns down
- Arthur Hoyt Scott changes the direction of Scott Paper
- Scott Paper introduces the first paper towel in America

1901

- The Kimberly Mill burns down, devastating the company's ability to supply newsprint. To prevent the loss of customers, production of the Niagara Mill is quickly converted from wrapping paper to newsprint. Only four weeks after the Kimberly fire, Niagara ships its first carload of newsprint.
- Frank C. Shattuck, another of the four founders, dies.

1902

- Arthur Hoyt Scott changes the direction of Scott Paper by deciding to have it manufacture its own brand of toilet paper: Waldorf. The brand subsequently becomes the best-selling toilet paper in the world.

1905

- Havilah Babcock dies, leaving John A. Kimberly as the only surviving founder.

1906

- Because of changing conditions in ownership caused by the deaths of three of the founders, Kimberly & Clark is reorganized and incorporated as Kimberly-Clark Co.

1907

- The era of the four founders ends as John A. Kimberly gradually withdraws from active participation in the company. Frank J. Sensenbrenner becomes, in effect, chief executive, although he modestly refuses the title out of respect for Mr. Kimberly.
- Scott Paper invents Sani-Towels, the first disposable paper towel, for use in Philadelphia classrooms to help prevent the spread of common colds.

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Historical Journey in the 1910s

1910s

- Scott Paper begins to manufacture Scott Tissue bathroom tissue
- Kimberly-Clark begins to manufacture creped cellulose wadding name Cellucotton
- Scott Paper changes an industry marketing strategy

1913

- Scott's sales exceed \$1 million for the first time. The company begins to manufacture Scott Tissue bathroom tissue.

1914

- Kimberly-Clark hires Ernst Mahler, a brilliant young scientist and paper-making expert from Austria, to establish a research, technical and engineering department. Just before the outbreak of World War I, he and James C. Kimberly, son of one of the founders, travel to Europe where they learn about two new products that will have a profound impact on the company's growth: bleached refined groundwood printing paper and creped cellulose wadding.

1915

- Scott Paper adopts the slogan: "it's the counted sheet that counts." Scott takes the lead against its competitors by selling bathroom tissue by the sheet, changing the marketing strategy of the entire industry.
- The Globe Mill in Neenah, Wisconsin, is rebuilt to produce Cellucotton as a substitute for cotton. It is first used as bandages for wounded soldiers in World War I. After the war, Cellucotton led the development of Kotex feminine pads and Kleenex facial tissue.
- Scott Paper Co. shares are first traded on the New York Stock Exchange.
- Simultaneously, conversions are made at the Kimberly Mill that lead to the introduction of the rotogravure book paper produced from bleached refined groundwood pulp, for use in newspaper supplements, magazines, catalogs and other forms of mass-produced printing.

1918

- Kimberly-Clark prepares the Badger-Globe Mill to manufacture Cellucotton as a filter for army gas masks, but the war ends and the project, which later leads to the development of Kleenex tissues, is shelved.

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Historical Journey in the 1920s

1920s

- Kimberly-Clark introduces Kotex Sanitary Napkins
- Scott Paper introduces “Thirsty Fibre”
- Kimberly-Clark introduces its disposable “cold cream towel,” Kleenex facial tissue

1921

- Scott introduces Mr. Thirsty Fibre, an advertising symbol designed to convey the absorbency of Scott products.
- Kotex products launches its first advertising campaign featuring illustrations of sophisticated women. At the time, the subject of menstruation was taboo, so Kotex pads were sold in a plainly wrapped, unidentified box.

1924

- Women’s growing use of cosmetics and cold cream gave Kimberly-Clark a market for its tissue as an economical makeup remover. Kimberly-Clark advertises its products as a “sanitary cold cream remover” that can be thrown away after every use.

1925

- Kimberly-Clark begins marketing consumer products outside the U.S. - in Canada.

1927

- Arthur Hoyt Scott dies on Feb. 26. Thomas B. McCabe becomes president of Scott Paper.

1928

- John A. Kimberly, the last surviving Kimberly-Clark founder, dies on Jan. 21, and Frank J. Sensenbrenner is named president.
- On June 30, Kimberly-Clark Corporation, the fourth name of the enterprise since its founding, is adopted. In July, Kimberly-Clark stock is first offered to the public; it is listed on the New York Stock Exchange on May 8, 1929.

1929

- Kimberly-Clark purchases the Lakeview Mill in Neenah, Wisconsin, to produce specialty paper.

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Historical Journey in the 1930s

1930s

- Sales surge as Kleenex tissue advertising shifts to disposable handkerchief
- Kleenex introduces the first Pocket Pack Tissues

1931

- Scott expands its paper towel business to the home market with the introduction of rolled ScotTowels, which eventually become the country's top-selling paper towel. The creation of the towel holder, which Scott also sells, spurs this product's growth.
- E. Irvin Scott dies on April 24.

1932

- Kleenex introduces the first Pocket Pack Tissues.

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Historical Journey in the 1940s

1940s

- Kimberly-Clark produces M-45 anti-aircraft gun mounts
- Kimberly-Clark introduces Kimwipes Wipers, the first delicate task wiper for labs and research

1941

- The "True Confessions" cartoon ads offer \$5 to anyone who could come up with a creative use of Kleenex tissue. More than 125,000 responses were received. Winners' entries appear in the comics section of local newspapers.

1942

- Cola G. Parker becomes president of Kimberly-Clark upon the retirement of Frank J. Sensenbrenner.
- With American's entry in World War II, Kimberly-Clark shifts much of its production capacity from consumer use to defense needs. Among the many products the company makes for the armed forces are anti-aircraft gun mounts and detonating fuses for heavy shells.

1943

- Scott Paper, in its first direct competition with Kimberly-Clark, launches Scotties facial tissue.

1944

- Little Lulu, a popular cartoon figure in the Saturday Evening Post magazine, joins forces with Kleenex to explain the Kleenex shortage during the war and to remind the public of its superior quality. An instant hit, she continues to sell Kleenex tissue through the 1950s.

1947

- Originally launched as a neck strip for use by barbers, Kimwipes Wipers came to the attention of lens grinders who used them as wiping sheets for optics. Now the industry standard and market leader, this product led the way for Kimberly-Clark's entry into the industrial wiping market.

1949

- Little Lulu makes her debut on Broadway with the lighting of one of the largest advertising signs ever above Times Square.

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Historical Journey in the 1950s

1950s

- Kimberly-Clark begins a decade of major international expansion
- Scott Paper is the first paper producer to advertise bathroom tissue on national television

1953

- John R. Kimberly, grandson of the founder, becomes president of Kimberly-Clark, succeeding Cola G. Parker.

1954

- Scott Paper acquires Detroit Sulphite Pulp & Paper Co., gaining six paper and pulp mills. Scott also merges with Hollingsworth & Whitney Co., acquiring plants in Maine. Westminster Paper Co. of British Columbia also becomes an affiliate of Scott.

1955

- Kimberly-Clark begins a decade of major international expansion by investing in its first non-North American facilities. This includes acquiring an ownership in the La Aurora paper company (subsequently Kimberly-Clark de Mexico) and in Kimberly-Clark Limited in the United Kingdom.
- Scott, an innovator in television advertising, becomes the first paper producer to advertise bathroom tissue on national television when it airs a commercial for ScotTissue.
- International Cellucotton Products Co., the marketing arm for Kimberly-Clark consumer products, is merged into Kimberly-Clark.

1956

- Scott joins with Bowater Paper Corp. of England to form Bowater-Scott, the first of many ventures between the two companies.
- Kimberly-Clark buys the Neenah Paper Co., broadening its products to include cotton-content and other premium business papers.

1957

- Kimberly-Clark acquires Peter J. Schweitzer, Inc., a world supplier of thin papers, with mills in the U.S. and France.

1959

- Kimberly-Clark purchases the American Envelope Co. (renamed Karolton Envelope) of West Carrollton, Ohio

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Historical Journey in the 1960s

1960s

- Scott's Special Foam is introduced
- The Paper Caper, the nation's first paper dress is introduced
- Blueline Detergent Windshield Towels are invented
- Kimberly-Clark introduces the Kleenex brand Boutique Tissue

1960

- Kaycel fabric for surgical gowns introduces single-use protective apparel for the surgical suite. Revolutionary non-woven material was originally developed by Kimberly-Clark for use in field hospitals during the Korean War.

1961

- Scott Paper opens a new executive office and research and engineering center near Philadelphia's International Airport.

1962

- Thomas B. McCabe relinquishes the presidency and is named chairman of the board and CEO of Scott. Harrison F. Dunning is elected president and becomes CEO in 1966.

1966

- The "Paper Caper," the nation's first paper dress, is introduced by Scott Paper in 1966 as a promotional gimmick for its consumer products. The disposable paper dress, available by mail order for \$1.25, comes in two designs, a black and white Op Art motif and a red bandanna pattern.
- Scott Paper creates a paper wipe containing detergents designed to clean automobile windshields. This was the first product of its kind to be sold throughout the U.S.

1967

- Kimberly-Clark introduces the Kleenex brand Boutique Tissue, becoming the first in the industry to produce an upright carton.

1968

- Guy M. Minard is named president and CEO of Kimberly-Clark, succeeding John R. Kimberly.
- Kimberly-Clark introduces Kimbies diapers in test markets. Scott also enters the disposable diaper market, but exits the category in the mid-1970s.

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Historical Journey in the 1970s

1970s

- Kimberly-Clark withdraws from coated and commodity printing papers markets
- Scott introduces Cottonelle bathroom tissue
- Wypall Wipers are introduced for industrial cleaning
- Kimberly-Clark introduces Huggies diapers

1970

- Darwin E. Smith is elected chairman and CEO of Kimberly-Clark, succeeding Guy M. Minard.
- Kimberly-Clark withdraws from coated and commodity printing papers markets. The decision ultimately leads to the sale of mills at Niagara Falls, New York; Anderson, California; West Carrollton, Ohio; and Niagara and Kimberly, Wisconsin.
- Charles Dickey replaces Harrison F. Dunning who retires as Scott's chairman and CEO.
- The Brown-Bridge Mills, manufacturer of adhesive-coated papers, films and foils, is acquired by Kimberly-Clark.

1972

- Scott introduces Cottonelle bathroom tissue.

1974

- Kimberly-Clark begins the largest capital improvement program in its history. Included are major expansions in pulp-producing capacity at Coosa Pines, Alabama; Terrace Bay, Ontario; and Orizaba, Mexico.

1975

- Wypall Wipers are introduced and later become the world's leading wiper brand.

1978

- Kimberly-Clark introduces Huggies disposable diapers with elastic at the legs. It becomes a highly successful entry in the emerging premium segment of the market.
- Kinguard Sterilization Wrap for surgical instruments revolutionizes instrument handling in the health care industry, helps reduce infections, and provides new level of convenience to surgeons.

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Historical Journey in the 1980s

1980s

- Depend incontinence care products advertising airs for the first time on television. Actress June Allyson encourages people to “Get back into life.”
- Phillip E. Lippincott succeeds Charles Dickey as president and CEO of Scott.

1980

- Kimberly-Clark moves its U.S. Service Products and Nonwoven Business Division from Neenah, Wisconsin, to a new operations headquarters in Roswell, Georgia.
- Kimberly-Clark introduces Depend incontinence care products - the first such commercial products readily available to the public.

1981

- Depend incontinence care products advertising airs for the first time on television. Actress June Allyson encourages people to “Get back into life.”
- Philip E. Lippincott succeeds Charles Dickey as president and CEO of Scott.

1983

- Huggies becomes the leading premium diaper in the U.S. and a major factor in the company’s growth.

1984

- Midwest Express Airlines, a subsidiary of Kimberly-Clark Aviation, begins commercial service and soon wins recognition as one of America’s most service-oriented airlines.

1985

- Kimberly-Clark makes major changes to its organizational structure. Kimberly-Clark establishes a Chairman’s office and several new operating sectors. The company’s World Headquarters relocates to Irving, Texas, a suburb of Dallas.
- Kimberly-Clark establishes a Corporate Science and Technology Center at its operations headquarters in Roswell, Georgia.

1986

- Scott Paper merges its Packaged Products Division, Scott Paper International and Scott Nonwovens into a single operating group called Scott Worldwide.

1989

- Kimberly-Clark invents disposable training pants; Pull-Ups launch without test-marketing and become an immediate success.

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Historical Journey in the 1990s

1990s

- Kimberly-Clark introduces Huggies baby wipes and Kleenex premium bathroom tissue
- Kimberly-Clark introduces Poise Pads to combat light loss of bladder control
- Kimberly-Clark introduces GoodNites Underpants to help kids who wet their beds
- Scott Paper and Kimberly-Clark merge
- Kimberly-Clark celebrates 125th anniversary
- Kimberly-Clark introduces Huggies Little Swimmers disposable swimpants
- Kimberly-Clark acquires TECNOL Medical Products, Inc.
- Kimberly-Clark acquires Ballard Medical Products

1991

- Scott introduces Scott Towels Mega Roll, the largest paper towel roll in the market.
- Kimberly-Clark introduces ABSORB-LOC Plus (super absorbent material) in its Depend products.
- Going Global: Kimberly-Clark Health Care opens European Health Care operations in Brussels.

1992

- Darwin E. Smith retires and Wayne R. Sanders becomes chairman and CEO of Kimberly-Clark.
- Kimberly-Clark introduces Poise Pads to combat light loss of bladder control.

1993

- In mapping its strategy for long-term sustainable growth, Kimberly-Clark concludes it lies in building basic strengths: core technologies, well-known trademarks and consumer product franchises. The company begins the first of a series of divestitures of non-core businesses and global acquisitions of consumer product businesses.

Historical Journey in the 1990s

1994

- Scott Paper embarks on a strategy to build its worldwide tissue business and to divest non-strategic assets, most notable its printing and publishing papers subsidiary S.D. Warren.
- Kimberly-Clark creates GoodNites Underpants, which look and feel like real underwear, to protect children who suffer from bedwetting.

1995

- After months of negotiations and overwhelming approval by shareholders of both companies, Kimberly-Clark announces a \$9.4 billion merger with Scott Paper.

1996

- Kimberly-Clark introduces Kleenex ColdCare, a line of facial tissues specifically created for those who suffer from colds or allergies.
- Kimberly-Clark's earnings from operations are the highest in the company's history, totaling \$1.34 billion, or \$2.37 per share.

1997

- To celebrate its 125th anniversary, Kimberly-Clark partners with KaBOOM, the nation's nonprofit leader in community-built playgrounds, and more than 16,000 community volunteers to build 35 playgrounds across America. More than 37,000 children benefit from these safe, fun play spaces.
- Kimberly-Clark launches a new segment in infant child care with Huggies Little Swimmers. The innovative swim pants protect children in the water without swelling like disposable diapers and feature tear-away sides that make changing easier.
- Kimberly-Clark acquires TECNOL Medical Products, Inc., a leading maker of disposable face masks and patient care products, improving its position as a major manufacturer and marketer of branded professional health care products.

1999

- Kimberly-Clark acquires Ballard Medical Products, a leading maker of disposable medical devices for respiratory care, gastroenterology and cardiology, gaining new health care technologies and product offerings.
- Kimberly-Clark Health Care expands into new global markets with the introduction of clinically-preferred medical devices, including Mic-Key Enteral feeding systems and Trach Care closed suction systems.

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Historical Journey in the 2000s

2000s

- Kimberly-Clark brand icon inducted into Madam Tussauds London
- Kleenex brand launches new anti-viral tissue
- Good Housekeeping names Huggies Little Swimmers disposable swimpants one of the top four “Good Buys” of the past decade
- The Scott brand crosses the billion-dollar U.S. sales mark
- Kimberly-Clark Health Care launches Not on My Watch campaign
- Kimberly-Clark acquires Safeskin Corporation, Jackson Safety, I-Flow and Baylis Company’s Pain

2000

- Kimberly-Clark acquires Safeskin Corporation, a leading maker of high-quality, disposable gloves for the health care, high-technology and scientific industries, entering the \$3 billion disposable glove market with the No.1 position in U.S. exam gloves.

2002

- Thomas J. Falk succeeds Wayne R. Sanders as CEO and becomes chairman in 2003.

2003

- Kimberly-Clark Health Care introduces intra-operative Temperature Management Systems to help reduce surgical site infections and help improve patient outcomes.

2004

- Kimberly-Clark’s yellow Labrador puppy, which adorns the company’s bath tissue products around the world, achieves unprecedented status as the first brand icon to earn a place among the celebrity wax figures at Madame Tussauds in London.
- Kimberly-Clark launches Kleenex Anti-Viral tissue, a patented, super premium 3-ply tissue designed with a moisture-activated middle layer that is treated with an anti-viral formula. Kleenex Anti-Viral tissue begins working immediately, when moisture from a cough or sneeze hits the middle layer, ultimately killing 99.9% of cold and flu viruses in the tissue within 15 minutes.

Historical Journey in the 2000s

- Kimberly-Clark announces innovative new toiletries products including Huggies liquid powder, shampoo, baby lotion, diaper rash cream and disposable wash mitts.
- Good Housekeeping magazine recognizes Kimberly-Clark's Huggies Little Swimmers disposable swimpants for innovation, value and performance.
- Kimberly-Clark Health Care introduces child-size face masks to properly protect kids from the spread of infection.

2005

- Kimberly-Clark launches Scott Extra Soft Tissue, with 50 percent more sheets than other brands' double rolls.
- American Baby magazine names Huggies Supreme diapers America's Favorite Diapers.
- Kimberly-Clark acquires Microcuff GmbH (Microcuff), a privately held medical device and technology company in Germany.
- EPCglobal Inc. awards Kimberly-Clark's RFID research lab accreditation as a Global Performance Test Center. It is one of only two facilities in North America to receive the honor.

2006

- Kimberly-Clark introduces Huggies Cleanteam toddler toiletries. The new product line, which features trademarked, letter-shaped characters called Alphamals, helps moms teach toddlers how to keep clean, while having fun at bath time, meal time, potty time, or on-the-go.
- Kimberly-Clark introduces Huggies Little Swimmers disposable swimpants with free samples of SunSignals UV Sensors to help parents easily detect and monitor their children's exposure to Ultraviolet B.
- Kimberly-Clark Professional offers complete line of Kimtech Pure Wipers for all "cleanroom" environments.
- Kimberly-Clark introduces the Cottonelle for Kids product line, the first-ever combined dry bath tissue and moist wipes system designed to help parents teach their kids ages 4 to 9 good bathroom hygiene habits.
- Kimberly-Clark Professional helps do-it-yourselfers get a grip on home improvement and automobile tasks with the introduction of the Purple Nitrile Grip Gloves.

Historical Journey in the 2000s

- The Scott brand crosses the billion-dollar U.S. sales mark in 2006, following four consecutive years of significant growth in the consumer bath tissue and towel category.

2007

- Kimberly-Clark Health Care launches Integuseal Microbial Sealant in the United States.
- Kimberly-Clark announces plans to construct its first manufacturing facility in Russia to support its growing consumer business there and in Eastern Europe.
- Huggies Supreme Natural Fit diapers ranked No. 1 Non-Food Pacesetter by IRI for generating more than \$170 million in net sales within first year of being in market.
- The new Innovation Design Studio opens, incorporating use of a proprietary virtual reality system to help identify innovations, gain key insights, and strengthen customer relationships. Located in Neenah, Wisconsin, the facility represents a powerful addition to Kimberly-Clark's product, marketing research and customer development toolkits.

2008

- Kimberly-Clark Health Care launches a new educational campaign designed to educate healthcare workers and support their efforts to reduce the spread of Healthcare Associated Infections (HAIs) in U.S. hospitals.
- Kimberly-Clark introduces Depend underwear for Men & Women, the brand's first gender-specific adult absorbent underwear.

2009

- Kimberly-Clark launches Huggies Pure & Natural diapers, a super premium diaper that includes natural, organic materials and ingredients to provide gentle protection for new babies, as well as initial steps toward environmental improvements, without sacrificing performance.
- Kimberly-Clark acquires Jackson Safety, further expanding the company's presence in the growing safety market.
- Kimberly-Clark announces stronger fiber sourcing standards that will increase conservation of forests globally and will make the company a leader for sustainably produced tissue products.
- For the fifth year in a row, Kimberly-Clark leads the personal products category of the Dow Jones Sustainability World Index.

Historical Journey in the 2000s

- Kimberly-Clark acquires I-Flow Corporation, a leading healthcare company that develops and markets technically advanced, low-cost drug delivery systems and innovative products for post-surgical pain relief and surgical site care.
- Kimberly-Clark acquires Baylis Medical company's Pain Management Business. This further improves the competitive position of Kimberly-Clark Health Care in the \$2 billion global market for minimally invasive chronic spinal pain management.

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Historical Journey in 2010

MARCH

- Kimberly-Clark introduces U by Kotex product line, taking a bold step in feminine care by supporting women's conversations about periods and vaginal health.
- Kimberly-Clark introduces Kleenex Hand Towels, disposable bathroom hand towels designed to help families develop good hand drying habits.
- U.S. Environmental Protection Agency names Kimberly-Clark 2010 Energy Star Partner of the Year for second year.

JUNE

- To support strategic growth in Eastern Europe, Kimberly-Clark opens a manufacturing plant in Stupino, Russia, which is near Moscow, to produce Huggies diapers.

AUGUST

- Kimberly-Clark and Greenpeace celebrate one-year anniversary. In that year, Kimberly-Clark surpassed its goal of increasing its use of recycled and FSC-certified fiber in North American tissue products two years ahead of schedule.

SEPTEMBER

- Huggies brand awards the first ever MomInspired grants. The program was launched to provide resources and seed capital to entrepreneurial moms with innovative product solutions and new business ventures.
- Huggies brand launches the "Every Little Bottom" campaign to ensure diaper banks in the U.S. and Canada can provide moms in need access to an adequate supply of diapers.
- Scott Naturals brand offers an easy solution to help save water in the bathroom, the Smart Flush Bag. A family of four could save 2,000 gallons per year.
- Intimus brand takes No. 1 position in Brazil.

OCTOBER

- FTSE Group recognizes Kimberly-Clark's sustainability efforts for eighth straight year. The index recognizes companies for working towards environmental sustainability, developing positive relationships with stakeholders, and upholding and supporting universal human rights.

Historical Journey in 2010

- Kimberly-Clark introduces Scott Naturals Tube Free, the first coreless bath tissue for home.
- Kimberly-Clark Professional launches the Healthy Workplace Project, a comprehensive approach to hand hygiene aimed at reducing workplace absenteeism.
- Kimberly-Clark expands facility in Czech Republic to produce material for Kimberly-Clark diapers and youth pants, supporting some of the fastest growing regions of the world for Kimberly-Clark products.

DECEMBER

- Kimberly-Clark joins the United Nations Global Compact

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Historical Journey in 2011

MARCH

- For the third consecutive year, Kimberly-Clark is recognized as one of the “100 Best Corporate Citizens” by Corporate Responsibility Magazine with high ranks in each of the seven categories: Environment, Climate Change, Human Rights, Philanthropy, Employee Relations, Finance and Governance.

APRIL

- U by Kotex and fashion visionary Patricia Field empower girls to revolutionize the feminine care category by introducing color and design variety on pads and liners for the first time ever.

JUNE

- Kimberly-Clark announces its Sustainability 2015 goals and the company’s most ambitious and comprehensive sustainability strategy to date. Sustainability 2015 engages Kimberly-Clark’s global businesses, brands and employees and is built on a framework of People, Planet and Products.

JULY

- Huggies brand announces the new Huggies Little Movers Slip-On Diapers, the category’s first and only disposable diaper in North America that slides on just like underwear, which offers moms a simple and easy-to-use solution to deal with squirmy babies.

AUGUST

- The Poise brand introduces the new Poise Hourglass Shape Pads that offer a curved shape that improves fit while providing the same excellent protection consumers expect from the brand.
- Kimberly-Clark expands network of global innovation centers with a center in Bogota, Colombia, that will develop products using local and regional insights to meet broader consumer needs around the world.
- New, limited-edition Huggies Little Movers Camo Diapers are launched exclusively at Walmart.

SEPTEMBER

- The Kleenex brand brings a new innovation to the facial tissue category with the introduction of Kleenex Cool Touch tissue, the only tissue that actively releases a cool sensation to soothe a sore nose on contact.

Historical Journey in 2011

OCTOBER

- Kimberly-Clark becomes first U.S. branded consumer tissue maker that meets the rigorous sustainable sourcing requirements of the Forest Stewardship Council.
- Kimberly-Clark is named the winner of the 2011 “Dick Clark Supply Chain Award” by Consumer Goods Technology magazine for demand-driven consumer value chain success.
- Kimberly-Clark ranks No. 9 on 2011 list of “World’s 25 Best Multinational Workplaces” by the Great Place to Work Institute, resulting from a survey that included more than 350 multinational companies from 45 countries.
- Envirocomp and Kimberly-Clark sign global agreement to sponsor composting facilities for disposable diapers. Through a similar sponsorship in 2009, Huggies brand and Envirocomp established the first commercial nappy composting facility, which processes more than 15,000 diapers a day, resulting in compost suitable for commercial gardening or landscaping.

NOVEMBER

- The Huggies Brand supports the creation of the first national non-profit dedicated to helping raise awareness of diaper need, building capacity of diaper banks and closing the diaper gap in America—the National Diaper Bank Network (NDBN).
- Kimberly-Clark is the 2011 large business recipient of the American Business Ethics Awards for adhering to the highest ethical standards in dealings with employees, customers and stakeholders.

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Historical Journey in 2012

FEBRUARY

- The Kotex brand crosses the \$1 billion global net sales mark in 2011, following two consecutive years of significant growth in the feminine care category. With this milestone, the Kotex brand entered the top tier of consumer packaged goods brands with more than \$1 billion in net sales.

MARCH

- Kimberly-Clark is recognized by the Ethisphere Institute, the leading business ethics think-tank, as one of the 2012 World's Most Ethical Companies. The 2012 list features companies in more than three dozen industries, including 40 companies headquartered outside the United States.
- Kimberly-Clark Professional launches two new products that offer protection as well as comfort - Jackson Safety G60 Level 2 Polyurethane Coated Cut Resistant Gloves and Jackson Safety G60 Level 5 Cut Resistant Sleeves with Dyneema Fiber.
- GoodNites brand introduces a new, innovative bedwetting protection, GoodNites Bed Mats, that is an ultra-absorbent, cloth-like, disposable mat that provides nighttime security against bedwetting and a choice for parents looking for a new product that helps children wake up with confidence.
- Kimberly-Clark Health Care introduces the new Kinguard One-Step Quick Check Sterilization Wrap that provides users with rapid visual reassurance that the wrap is free from tears, cuts and holes, and confirms that sterility is intact.
- I-FLOW, a Kimberly-Clark Health Care Company, announces the availability of a new suite of ON-Q T-bloc kits and trays, including needles, catheters and other pain management accessories for use in regional nerve block procedures.
- The Depend brand introduces the revolutionary, new Real Fit for Men and Silhouette for Women briefs designed to help people living with bladder control issues discreetly manage their condition and maintain an active lifestyle.

Historical Journey in 2012

APRIL

- Scott Naturals brand announces that its dry bath tissue, paper towels and napkins earned the Green Good Housekeeping Seal, an emblem given by the Good Housekeeping Research Institute in recognition of a brand's demonstration of environmental responsibility across a wide range of criteria.
- Kimberly-Clark Professional and TerraCycle, a leading recycler, announce the expansion of the world's first cleanroom and laboratory garment recycling initiative to include a pilot program for gloves.
- Kimberly-Clark announces its Water for Life program that provides a platform on which to collaborate with nongovernmental organizations to provide clean drinking water, sanitation and hygiene education to communities around the world.
- Kimberly-Clark is recognized as one of the top 20 "Best Corporate Citizens" by Corporate Responsibility Magazine for the fourth consecutive year based on scores from seven categories: Environment, Climate Change, Human Rights, Philanthropy, Employee Relations, Finance and Governance.
- Kimberly-Clark nationally launches the new U by Kotex Sleek Tampons and new U by Kotex CleanWear Pads. The additions to the U by Kotex product line delivered great protection and performance through innovative designs, reinforcing the brand's position as a game changer within the feminine care category.

MAY

- To help schools reduce absenteeism and transform into optimally healthy learning environments, Kimberly-Clark Professional launches The Healthy Schools Project, a new program that delivers effective solutions designed to break the cycle of illness in schools by encouraging students, teachers and staff to practice good hand hygiene.
- Kimberly-Clark celebrates the 20th year of the Bright Futures program by awarding college scholarships totaling \$1.3 million to 65 children of Kimberly-Clark employees across 15 states and Canada.
- 2012 marks the 40th consecutive year that Kimberly-Clark has increased its dividend and the 78th straight year it has paid a dividend to shareholders.

Historical Journey in 2012

- Huggies brand releases the new limited-edition Huggies Little Movers Hawaiian Diapers that allow babies everywhere to dress “Cute for a Cause.” For every pack of Huggies Hawaiian Diapers and Wipes purchased, the Huggies Every Little Bottom program diapers a baby in need for one day.
- Kimberly-Clark receives the 2012 Circle of Excellence award from the Distribution Business Management Association (DBMA) for leadership in sustainability and environmentally responsible supply chain management.
- Huggies brand salutes and gives back to military families with Camo for a Cause, a donation of 5 million Huggies Little Movers Camo Diapers to families of those who serve to protect our country that reaches every branch of the U.S. military.
- Kimberly-Clark Professional releases results of a new study, “Where the Germs Are,” that found office kitchens and break rooms are crawling with bacteria.

JUNE

- Kimberly-Clark announces our a bold vision to significantly reduce its Forest Fiber Footprint, including a goal to transition at least 50 percent of wood fiber sourced from natural forests to alternate fiber sources by 2025.
- The Kleenex brand, the only brand with Sneeze Shield in all of its facial tissues, launches Shield. Sneeze. Swish., a three-step routine developed to help mom teach kids how to keep stuff off of their hands so she can feel confident when they head back-to-school.

JULY

- The Poise Feminine Wellness line - a first-of-its-kind line of consumer products designed specifically with menopausal women in mind – is introduced. This new product line represents the Poise brand’s expansion into the feminine wellness category in the U.S. and Canada, following the successful rollout of these products in parts of Latin America.
- Pull-Ups brand introduces glow-in-the-dark designs on its Pull-Ups NightTime disposable training pants. The designs featuring Disney characters help parents start a new nighttime routine to make potty training consistent, easier and fun.

Historical Journey in 2012

AUGUST

- Kimberly-Clark receives an A+ rating from Global Reporting Initiative (GRI) on its 2011 Corporate Sustainability Report “Full Circle,” which highlights the company’s progress towards its Sustainability 2015 goals. GRI is a non-profit organization promoting economic, environmental and social sustainability by providing organizations with a comprehensive sustainability reporting framework used worldwide.

SEPTEMBER

- Booshoot and Kimberly-Clark sign development agreement to support production of tissue products made with bamboo fiber. The partnership marks a significant breakthrough for the tissue industry and the planet, as the companies will work together to develop high-yield fiber alternatives that can be grown domestically on a mass agricultural scale in environmentally and socially responsible ways.

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