We invited **Kimberly-Clark Professional** to share their perspective on the **Cleaning & Hygiene** category.

As part of this Knowledge Hub feature, we posed a series of questions to Kimberly-Clark Professional who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: Kimberly-Clark Professional

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Cleaning & Hygiene - Unboxed

From a Kimberly-Clark Professional™ perspective, the Cleaning & Hygiene category is about helping organisations create exceptional workplaces that are healthier, safer and more productive. It spans the essential systems that protect people every day - from washrooms and breakrooms to manufacturing floors and controlled environments.
This isn't just about supplying consumables. With KCP solutions like Kleenex® and Scott® washroom systems, WypAll® wiping solutions. It's about delivering science-led hygiene standards, operational efficiency and improved user experience. Dealers entering the category should see it as an opportunity to add real value through high quality systems and consultative support.

What the Category Includes (Product Groups)

- Hand Hygiene (Kleenex® & Scott®)
- Soaps, sanitisers and skincare designed to reduce cross contamination
- High capacity, hygienically sealed cartridges
- Dispensers engineered for reliability, preventing messy leaks or clogs

Washroom Systems

- Kleenex® and Scott® toilet tissue systems offering controlled dispensing and reduced waste
- Kleenex® and Scott® hand towel systems designed to deliver one towel at a time, improving hygiene and reducing overuse
- Aircare solutions that enhance washroom perception

Surface Cleaning & Wiping (WypAll®)

- WypAll® L and X series disposable wipers
- Specialist industrial solutions for manufacturing, automotive and food processing
- Hygienic, consistent and more reliable than rags or laundering

Janitorial & Facilities Cleaning

- Towels, tissues, wipes and KCP controlled systems that reduce refill frequency and support efficient maintenance routines and maintaining hygiene standards

Waste Management

- Systems that complement washroom and wiping solutions to support recycling, segregation and cleanliness

Taken together, these create end to end hygiene systems that customers can standardise across multiple sites.

Why Customers Buy Cleaning & Hygiene Products (Workplace Needs)

Reducing illness spread and absenteeism
Kleenex® and Scott® Hygiene Solutions are designed to support hand hygiene compliance and reduce cross contamination through touch free and controlled dispensing.

Improving user experience
Kleenex® branded products are associated with comfort, softness and quality - ideal for customer-facing environments that want to leave a positive impression.

Operational efficiency
High capacity Scott® dispensers reduce the frequency of refills, saving staff time and reducing disruptions.

Specialist industrial performance
WypAll® wipers offer predictable, engineered cleaning performance - unlike rags, which vary in absorbency and hygiene quality.

Meeting hygiene and compliance standards
From healthcare to food processing, KCP solutions help customers meet sector specific hygiene regulations.

Sustainability commitments
Many KCP systems include FSC-certified fibres, reduced-plastic packaging and high-yield formats that cut waste and emissions.

How the Market Is Changing (Trends)

Higher hygiene expectations are now embedded - Customers now want visible hygiene measures, touch free dispensing and trusted brands like Kleenex® and Scott®. What was once a temporary shift is now long-term behaviour.

Growth in closed, controlled dispensing systems - To reduce wastage and improve hygiene, customers are choosing system-based solutions. KCP's ICON™ and Aquarius™ ranges meet this demand with attractive, reliable and hygienic dispenser systems.

Increased focus on sustainability

Demand has grown for:

- FSC-certified fibre products
- Reduced-plastic packaging
- Higher yield formats that reduce transport and waste
- Scott® systems are especially strong in this area.

Industrial environments seeking higher performance wiping

Manufacturing and logistics sectors continue to shift from rags and reusable cloths to WypAll® engineered wipers for efficiency, hygiene and cost predictability.

Hybrid working driving variable traffic

Customers want high-capacity solutions that can cope with fluctuating occupancy - Scott® and Kleenex® systems offer long refill intervals and reduced maintenance.

Overall, demand has shifted towards solutions that deliver hygiene confidence, improved user experience, waste reduction and measurable cost-in-use benefits - areas in which Kimberly-Clark Professional™ is strongly positioned.