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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Hygiene Myths Debunked

Why Misconceptions Exist in the Hygiene Category

Dealers entering the Cleaning & Hygiene category often bring assumptions from other product areas. Kimberly-Clark Professional™ highlights several common misconceptions that can limit dealer success. Understanding these myths is essential for positioning high-performance systems, demonstrating cost-in-use value and supporting customers with solutions that genuinely improve hygiene, efficiency and user experience.

Common Misconceptions Dealers Have

“Paper is paper.”

KCP systems are engineered for cost-in-use efficiency, not just cost per case. Controlled dispensing can reduce consumption by up to 40% compared to traditional alternatives.

“Customers only care about price.”

Dealers often discover that customers value:

- Reliability (no runouts with Scott® high-capacity systems)
- Hygiene (Kleenex® sealed refills reduce cross-contamination)
- Sustainability credentials
- Consistent wiping performance (WypAll® vs. rags)

“All wiping solutions are the same.”

Industrial customers benefit hugely from switching to WypAll®, which is engineered for specific tasks - absorbing oils, removing solvents, cleaning down machinery, etc.

“The category isn't consultative.”

Quite the opposite - dealers who conduct site surveys, offer trials, or recommend product standardisation often win long-term contracts.
KCP supports this through sampling, training and digital tools to help dealers deliver compelling hygiene solutions.

How KCP Helps Dealers Overcome These Misconceptions

KCP supports dealers by providing system-based solutions that demonstrate measurable improvements in hygiene, efficiency and cost-in-use. Controlled dispensing, sealed refills, engineered wiping performance and sustainability credentials all help dealers show customers the value beyond price. Tools such as sampling, training and digital resources enable dealers to approach the category consultatively and win long-term business.