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WE HAVE A PROBLEM:

- Kimberly-Clark, whose brands include Kleenex, uses wood from logging companies that clear-cut ancient forests, including North America's boreal, to make their products.
- The North American boreal forest, representing one quarter of the world's surviving ancient forests, is home to an abundance of wildlife including bears, eagles, waterfowl, caribou, moose, lynx, wolves and half of North America's songbirds.
- If nothing is done, the boreal forest could be gone forever within a matter of decades.
- Most Kimberly-Clark products are used just once before being thrown in the trash or flushed down the toilet.

"It's a wave that's forming. I have no way of knowing how fast or how big the wave will be, but businesses that don't move in this direction won't survive."

Ray Anderson,
Founder and CEO of carpet giant Interface Inc.,
championing green capitalism

SOLUTION:

- Kimberly-Clark must immediately stop using trees from endangered forests.
- More post-consumer recycled fiber should be used.
- Kimberly-Clark should use Forest Stewardship Council approved materials to make its products.

WHAT YOU CAN DO:

- Don't buy Kleenex, Scott, Cottonelle, Viva, Kotex, Depends or Huggies.
- Reduce your use of disposable paper products.
- Tell Kimberly-Clark to stop making products from virgin forests that are clear-cut.
- Find out more at: www.kleercut.net



TAKE ACTION TO SAVE THE BOREAL.

The Issue

Kimberly-Clark, the world's largest tissue company, is plundering North America's boreal forest. Stretching from the Yukon to Labrador, the boreal evolved over thousands of years and represents one quarter of the world's surviving ancient forests. In a matter of decades, the "Amazon of the North," nesting home to nearly half of all North American bird species, will be gone forever. To make matters worse, most Kimberly-Clark products are used only once before being thrown in the trash or flushed down the toilet.

The Solution

Kimberly-Clark, whose products include Kleenex, Scott, Cottonelle, Viva, Kotex, Depends and Huggies, doesn't even need to destroy boreal and other ancient forest to make its products. Inexpensive, recycled fiber is increasingly available. If Ikea, Home Depot and Staples can offer forest-friendly products, so can Kimberly-Clark. The makers of Kleenex need to increase the amount of post-consumer, recycled fibers in their products. For fiber made from virgin wood, Kimberly-Clark should use only sources approved by the Forest Stewardship Council, an international non-profit organization that certifies well-managed forests.

The Opposition

Kimberly-Clark's failure to recognize its customers' desire to use forest-friendly products threatens to cost the company dearly. According to a recent Gallup poll, 77 percent of Americans and 86 percent of Canadians would be willing to pay more for recycled tissue.¹ Roughly four-fifths of U.S. and Canadian shoppers are opposed to the destruction of ancient forests to make disposable tissue products.² By using recycled fiber from environmentally-sound logging, Kimberly-Clark could become a market leader in providing quality tissue products that are good for the environment and their business.

What You Can Do

SEND A MESSAGE: Tell Kimberly-Clark you won't buy its products until the company is environmentally responsible. Log onto www.kleercut.net or write Kimberly-Clark directly:

Thomas Falk, CEO

Kimberly-Clark Corporation

351 Phelps Dr., Irving, TX 75038

If you run a business, pledge to avoid Kimberly-Clark products at: www.forestfriendly500.org

AVOID THESE PRODUCTS: Kleenex, Scott, Cottonelle, Viva, Kotex, Depends and Huggies.

LOOK FOR: Paper products with post-consumer recycled fibers made without chlorine-bleaching. Wherever possible, use alternatives to disposable paper items, such as cloth napkins.

GET INVOLVED: On campus or online at: www.greenpeaceusa.org/getinvolved

Greenpeace Victories

- In 2006, the Brazilian government sets aside 16 million acres of the Amazon rainforest for conservation, thanks to campaigning by Greenpeace and others.
- In the same year, Canada bans logging in 5 million acres of the Great Bear Rainforest in British Columbia.
- In 2005, Random House becomes a publishing industry leader by committing to make its products forest-friendly.
- In the early 1990s, Greenpeace plays a key role in the founding of the FSC, the only forest-friendly certification you can trust.

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www.greenpeaceusa.org/forests



1. Gallup Poll, commissioned by Greenpeace, from March 7 to 13, 2006. A total of 2,500 Canadian and U.S. adults were questioned. 2. Ibid.