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Kimberly-Clark awarded for packaging excellence



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A3P congratulates member company Kimberly-Clark, for achievements in packaging excellence and sustainable working practices at the recent 2007 Packaging Evolution Awards.

Kimberly-Clark was awarded first place for "Personal Care and Cosmetics Packaging" and the "Best in Show" award.

The Packaging Evolution Awards, run by Packaging Magazine and supported by the National Packaging Covenant (NPC) Council, select finalists based on "demonstrated commitment to the NPC and implementation of waste management strategies".

A3P CEO Mr Neil Fisher said, "Since becoming a signatory of the NPC in 1999, Kimberly-Clark has committed to reductions in packaging material weight and increased recycled content in its packaging.

"Kimberly-Clark set a bold target of 'no solid waste to landfill' from its six manufacturing site and as a result, 95% of waste was diverted from landfill.

"Kimberly-Clark should be applauded for maintaining world class standards of environmental management despite competing in a marketplace against imported pulp and paper products produced overseas under questionable environmental standards," he said.

Kimberly-Clark's entry focused on Kleenex® facial product, and the packaging reduction and recycling program for carton tissues. Achievements included reusing shippers up to five times, reducing carton packaging waste at mills by 50%, and reducing carton board weight by 28% between 2000 and 2005. 92% of all carton board being used is now 100% recycled fibre content. At the same time, facial line speed has increased at Millicent Mill by 50%.

The entry also cited the Ingleburn Infant Care Mill where the weight of its Huggies® nappy bags has been reduced by approximately 20%, and 89% of its packaging is made with recycled materials, representing 10,863 tonnes of packaging being recycled.

"Kimberly-Clark, along with all A3P member companies, is committed to key environmental targets such as waste reduction through A3P's Sustainability Action Plan, performance people and prosperity", said Mr Fisher.

Further information

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