

Kimberly-Clark Professional transforms WypAll® Industrial Cleaning Cloths with more absorbency and durability

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Kimberly-Clark Professional has introduced significant enhancements to its WypAll® X70 Medium Duty Cleaning Cloths and WypAll® X80 Heavy Duty Cleaning Cloths. These improvements deliver better performance and greater value to commercial customers seeking high performing cleaning products for industrial and manufacturing environments.

Both types of cleaning cloths now offer enhanced absorbency and a nearly 10% larger sized sheet in the popular Jumbo Roll and Pop-Up™ Box package formats, making them even better for soaking up spills to help reduce downtime.

WypAll® X70 Medium Duty Cleaning Cloths were re-designed to be stronger and more absorbent. The product features a new performance engineered construction, ideal for use with solvents, that absorbs up to 20% more oil and water than before. In user testing, the improved WypAll® X70 is liked by users more than the previous version for oil and grease cleaning performance (source: internal study 2024).

WypAll® X80 Heavy Duty Cleaning Cloths were also improved with a tough new surface texture for a durable and strong feel and are liked by users better than the previous version for water, oil and grease cleaning performance. (source: internal study 2024).

“Our innovation process for this improvement combined our substantial material science knowledge with invaluable customer-focused insights to add value to our wipers users,” said Craig Bowman, UK & Ireland Commercial Director of Kimberly-Clark Professional. “As a result, our customers benefit from even higher

quality solutions, giving them more confidence to undertake their business-critical cleaning tasks.”