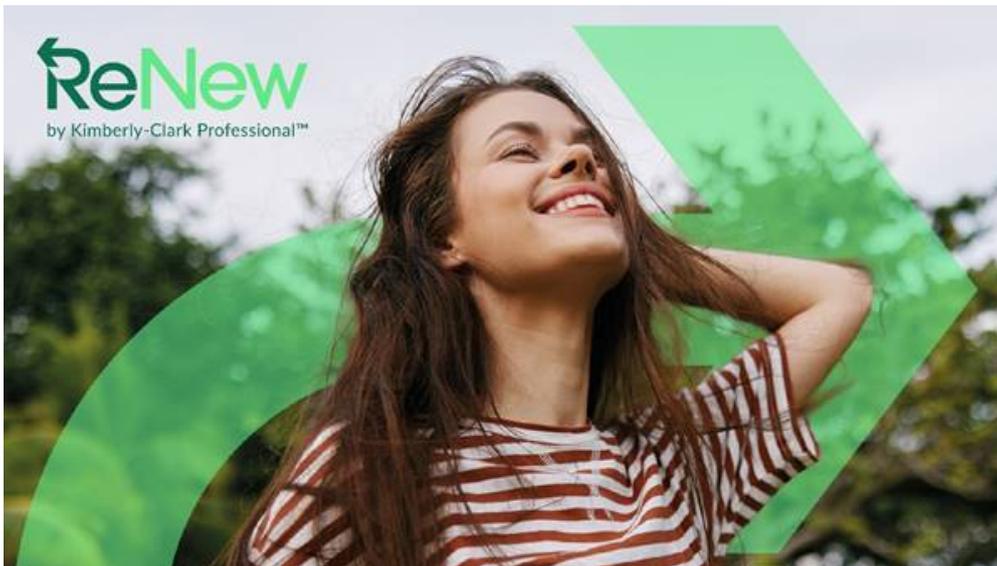


Kimberly-Clark Professional evolves RightCycle™ into ReNew by Kimberly-Clark Professional™ : Sustainable solutions made simple

6 months ago



[Kimberly-Clark Professional™](#) introduces the ReNew™ service, the next evolution of its industry leading RightCycle™ Programme. The ReNew™ Programme brings a new chapter for the company reflecting its deepened commitment to sustainability by offering simplified and comprehensive, end-to-end solutions for hard-to-recycle hygiene products.

Launching this evolved brand promise in September 2025, the ReNew™ Programme by Kimberly-Clark Professional™ builds on the success of the RightCycle™ Service and its established waste recovery and circular innovation solutions. The transformation is testament to the company's dedication to consistently enhancing its sustainability and a renewed approach to environmental responsibility. From 1 January 2026, Kimberly-Clark will have transferred all customers to the ReNew™ Programme as it replaces the RightCycle™ Service.

“With Kimberly-Clark as your partner, you have the power to bring new life to your washroom waste and lower your environmental impact with ease and confidence,” says Kristin Barrett, IFP Growth – Circularity Programme Manager, Kimberly-Clark Professional™. “We know how challenging waste management can be, so we have evolved existing programmes to deliver the same trusted service but now with expanded reach and a fiercer focus on circular solutions.”

From hand towels and dispensers to wipers¹, the ReNew™ Programme collects used items and transforms them into new materials and goods, supporting customers' zero waste targets, CO₂ reduction, and ESG

commitments. Therefore, the programme gives customers the confidence to choose high-performance washroom hygiene products knowing there is a responsible, recovery solution in place.

For example, paper towels are proven to be the most hygienic hand-drying method, especially in healthcare settings.² The ReNew™ Programme makes this choice even smarter by keeping used towels out of landfill and returning them to the circular economy as recycled paper products.

Kimberly-Clark's Koblenz mill in Germany - which is on the path to 100% renewable energy by 2029 - handles most of the European processing. In other regions, local recycling partners are engaged for efficient, low-carbon recovery. In the UK, the ReNew™ Programme even accepts competitor products, demonstrating that this is about industry-wide progress, not brand loyalty.

"With our sustainable solutions, businesses no longer have to compromise between hygiene, sustainability, and practicality," adds Kristin Barrett. "The ReNew™ Programme is practical, scalable, and removes the burdens of waste management from our customers. The system supports better decisions from the start, with a complete, low-effort recycling solution behind them."

The programme is co-funded by Kimberly-Clark Professional™ and its customers, reinforcing a shared responsibility model. The service includes regular CO₂ and waste diversion reports, helping organisations quantify and communicate their sustainability efforts with clarity.

In a recent survey, over 95% of customers said they would recommend the service.³ Since its inception in 2011, the sustainable solutions programmes have grown to over 400 active customers. In 2024 the programme diverted more than 250 metric tons of hand towels and 90 metric tons of plastic from landfill.

The ReNew™ Programme is expanding into new markets and regions across Europe, and the UK, with further growth planned for 2026 and beyond. Whether a long-time participant or new to circular solutions, Kimberly-Clark Professional invites companies with waste management goals to be part of a growing community making a measurable difference.

For more information,

visit <https://www.kcprofessional.com/en-gb/solutions/renew-by-kimberly-clark-professional>.