

New Kimberly-Clark Professional™ ICON™ Dispenser Collection Redefines the Touch-Free Experience in the Washroom

Innovative dispensers offer unparalleled hygiene, unprecedented style, simple operation, and cutting-edge technology designed to meet customer needs.

KOBLENZ, Germany, Sept. 21, 2022 - [Kimberly-Clark Professional™](#) launches its ICON™ dispenser collection in Germany and Austria. This innovative washroom solution offers game-changing hygiene combined with a new standard of performance and human-centric experience to deliver unmatched confidence that goes beyond simply dispensing paper towels. The ICON™ portfolio showcases three system solutions for hand towels, toilet tissue and skincare, including soap and sanitizer.

GfK Study: Hand hygiene in public washrooms has changed since the COVID-19 pandemic began

To gain a better understanding of how mindsets and attitudes towards hygiene and handwashing have shifted in the wake of the global COVID-19 pandemic, Kimberly-Clark Professional™ commissioned a survey¹ conducted by GfK among 1,000 people between the ages of 18 and 74 in Germany this year. The survey revealed present-day perceptions of cleanliness alongside evolving hygiene habits, expectations, and standards, such as:

- 76% of people have had poor experiences with hand hygiene in public washrooms since the start of the pandemic.
- Almost half (46%) of respondents wash their hands more frequently than before because they pay more attention to hygiene overall.
- 42% have experienced empty or improperly functioning paper towel dispensers, leading to frequent complaints.

In the wake of COVID-19, the survey results underline that now more than ever, washroom users need reassurance that their hygiene, safety, and health are a top priority once they set foot in the washroom.

While most dispensers are designed around paper, the ICON™ collection is designed around the servicer, facility manager, and end-user – offering style, simplicity, cutting-edge technology, and a human-centric experience.

“Backed by teams of hygiene and innovation experts, the launch of the Kimberly-Clark Professional™ ICON™ dispenser demonstrates our commitment to delivering unmatched confidence in the washroom,” said Frank Fleck, General Manager DACH at Kimberly-Clark Professional™. “As higher expectations of cleanliness become a lasting benchmark, we want to be a trusted provider of game-changing solutions for hygiene and safety for our users and choosers.

Touchless performance for game-changing hygiene

The ICON™ collection features a higher-performing and touchless dispensing system. with a seamless design and hidden towel mode that minimizes contact points for a more hygienic experience and reduces the potential risks of cross-contamination. With dual sensor technology that recognizes partially torn sheets and presents a new sheet before dispenser issues occur, the ICON™ collection provides reliable and hygienic dispensing by ensuring paper towels are always available for end-users.

Best Performance and Efficiency

Among the many guidelines and hygiene expectations that companies have needed to adopt in recent times, budget is a key issue. The ICON™ collection is the most significant upgrade in technological advancements in dispensing in over a decade and is fully equipped to support choosers and cleaning staff to improve maintenance efficiency with:

- Easy-to-read intuitive control panel, which means less training required to operate the dispensers.
- Easily visible lighting and servicing cues indicating new roll requirements, reducing guesswork on servicing needs.
- Patented Direct Drive Technology, which provides the benefits of efficiency, better battery life and less noise with 85% quieter dispensing – in addition to the quietest electronic dispenser on the market.
- The hand towel rolls have a plastic-free core plug to allow full recycling in a single waste stream.

- Minimal maintenance with 99.99% jam-free performance², and a single set of batteries lasting up to five years that delivers up to 150,000 dispenses.
- It is simple to service, has increased accessibility, and features a smooth, controlled opening and closing experience.

Function meets design: Ultimate Dispensing Experience

The act of handwashing goes beyond science. More than just a simple paper towel dispenser, the ICON™ collection features designer faceplates that add style to hygiene. By incorporating visually appealing interior design elements, the range of colours and faceplates are designed to complement every environment to help elevate the washroom experience. Designs available in Germany include marble, cherry blossom, ebony woodgrain, as well as black, silver and white mosaic. In addition, individualised faceplates can be implemented for branding and advertising.



“This launch combines over 150 years of hygiene innovation with modern design to create a new product that looks as great as it works and elevates any space. It also highlights Kimberly-Clark Professional™’s commitment to being a global leading provider of hygiene, safety, and productivity solutions”, said Frank Fleck.

About Kimberly-Clark Professional™

Kimberly-Clark Professional™ partners with businesses to create Exceptional Workplaces, helping to make them healthier, safer and more productive. Key brands in this segment include Kleenex, Scott, WypAll, KleenGuard and Kimtech. To see how Kimberly-Clark Professional™ is helping people around the world to work better, please visit www.kcprofessional.de.

About Kimberly-Clark

Kimberly-Clark (NYSE: [KMB](https://www.kimberly-clark.com)) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Sweetie, Softex, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that support a healthy planet, build stronger communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 150-year history of innovation, visit [kimberly-clark.com](https://www.kimberly-clark.com).

¹ GfK eBUS® 2022: „Hände waschen“.

² Based on Kimberly-Clark Professional™ lab testing