

Leading the way with alternative fibers

Performance without compromise. Now you can enjoy the premium softness of KLEENEX® or the reliable value of SCOTT® Brand products, while knowing your choice supports innovation in environmental stewardship. Advantages of using alternative fibers include:

- **Rapidly renewable.** Alternative fibers such as wheat straw and bamboo meet the U.S. Green Building Council's definition of "rapidly renewable" materials, meaning they are able to regenerate themselves in less than 10 years. Their shorter harvesting cycle reduces the amount of land required to support demand.
- **Agricultural byproducts.** Crops already being grown can offer new fiber sources. For example, wheat straw is a natural byproduct of harvesting grain. Using it in paper products puts the "leftovers" to good use.
- **Innovating for our future.** By choosing products that incorporate alternative fibers, you show your support for the type of innovation that will help drive our collective success in the future – as businesses and as a society. After all, we live in an increasingly resource-constrained world and we must act to reduce the consequences of our choices.



Growth Rates and Productivity

