

**Kruger Products Leads the Industry...But Don't Just Take our Word for it**

*Kruger Products L.P. closes 2012 with six external awards*

**January 7, 2013 – Mississauga, Ontario** – Kruger Products L.P., one of North America's leading manufacturers of quality tissue products, focusing on premium dispensing system solutions for an array of market segments, ended 2012 by earning six external awards. Four distributors titled Kruger Products Away From Home Division their 2012 Supplier of the Year; the Division's work to define its culture through Performance in Every Fibre™ won Gold in the Summit International Awards; and the company was, for the first time, named one of the 2013 GTA's Top Employers.

"We value what our stakeholders have to say and use their feedback to drive continuous improvements," says Jay Candido, Corporate Director, Marketing and Operations, Kruger Products, Away From Home (AFH) Division. "But to receive so much positive recognition for our work in 2012 from such a broad array of stakeholders is encouraging and means we're on the right track." External recognition from so many stakeholders at once is validation of Kruger Products' approach and leadership in the tissue industry. The complete list of achievements includes:

- **Gold, Summit International Awards (SIA)** - Performance In Every Fibre™ earned the recognition in the award's design excellence category. Steep competition from applicants in more than 50 countries around the world was no match for Kruger Products AFH!
- **Sanitation Supplier of the Year Award, Balpex** – Judged against strict criteria, including innovation, vision, accessibility to sales representatives, quality of product vs. competitors, respect to delivery dates and flexibility on pricing, Balpex members voted and Kruger Products AFH won! Tom Olsen, Vice President of North American Sales, accepted the award on behalf of the AFH Division in September. It is an honour to receive this distinction again after having received it in 2010, 2005 and 2003.
- **Supplier of the Year Award, Adapt Marketing Group** – This is the sixth consecutive year that Kruger Products AFH earned this distinction. Eric Bisson, Corporate Vice President of the AFH Division, accepted the award on behalf of the entire team at Adapt's annual Sell-A-Rama gala. The Company was specifically recognized for having the best sales team in the industry, offering innovative products and constantly introducing new products, and our coast-to-coast distribution.
- **Top 30 Suppliers Award, Sysco Canada** – Not only was Kruger Products AFH one of their Top 30 Suppliers – from more than 400 candidates – but it was also named the exclusive Supplier of the Year! Sysco Canada is the global leader in selling, marketing and distributing food products, equipment and supplies to the foodservice and hospitality industry.
- **Platinum Supplier of the Year, Unisource Canada** – Kruger Products AFH was named Unisource Canada's Platinum Supplier of the Year for 2012. Unisource Canada is Canada's national supplier of printing products and packaging and maintenance supply products, operating from 18 locations across Canada.

- **2013 GTA's Top Employers** – The official list of 95 worthy organizations was published in the *Globe & Mail* on November 20, 2012. The award judges both operations and human resources practices against eight criteria: physical workplace; work atmosphere and social; health, financial and family benefits; vacation, and time off; employee communications; performance management; training and skills development and community involvement.

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### **About Kruger Products L.P.**

Kruger Products L.P. is a leading towel and tissue manufacturer serving the Canadian and American consumer and away from home markets with a keen focus on selling premium system solutions. The AFH Division serves most major industries with its product line up that includes such well-known brands as Embassy®, White Swan® and Esteem®. Its leading consumer brands include White Cloud®, Cashmere®, Purex®, SpongeTowels®, Scotties® and White Swan®. Through Sustainability 2015, Kruger Products set quantifiable targets for improving its environmental performance. For more information, visit [www.krugerproducts.com/afh](http://www.krugerproducts.com/afh).

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