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Kruger Products Announces New Embossing Pattern for Roll and Multifold Towels

December 13, 2011 – Mississauga, Ontario – Canadian towel and tissue market leader Kruger Products L.P. announced today the launch of a new embossed pattern on all its roll and multifold towel brands; Embassy® Supreme, Embassy®, White Swan® and Esteem®. The new embossing both enhances the look and feel of the towels *and* delivers superior absorption and strength - enabling hands to be dried more thoroughly, thereby reducing the risk of cross-contamination.

“Our new embossed towels are softer, more absorbent and exceptionally strong,” says Eric Bisson, corporate vice president Away From Home Business, Kruger Products L.P. “The unique cross-wave design delivers a fresh new look and a level of strength and absorption that practically does the job for you. It’s the depth of the embossing and the amount of emboss per square centimeter that make these towels so absorbent, so your average towel usage will decrease. Now all Kruger Products’ roll towel brands can be used in our mechanical touchless towel dispensers, which give our customers a wider range of product solutions.”

In line with Kruger Products’ Sustainability 2015 initiative, the new embossed roll and multifold towels are EcoLogo[™]-certified (made with 100% recycled fibre and over 88% post-consumer content) and/or Forest Stewardship Council[®] (FSC[®])-certified by Rainforest Alliance. Kruger Products is proud to be the first Canadian tissue manufacturer to obtain FSC[®] certification.

Previewed last October in Las Vegas at the ISSA/INTERCLEAN[®] (International Sanitary Supply Association) convention for purchasers of hygiene/cleaning products and equipment, Kruger Products’ new embossed towels were well received by attendees from across North America.

“As the market leader, our customers expect us to be the company to introduce exciting new products,” says Bisson. “This latest innovation is all about performance and demonstrates Kruger Products’ commitment to deliver the best-performing, quality products.”

Product lines will be phased in across Canada and the United States beginning in January 2012. For more information on the new embossed towels and for a complete list of Kruger Products' EcoLogo^M and FSC[®] certified products, visit krugerproducts.com/afh.

About Kruger Products L.P.

Kruger Products L.P. (KPLP) is Canada's leading towel and tissue manufacturer serving the Canadian and USA Away From Home markets. Visit krugerproducts.com/afh for more information on the Away From Home division. KPLP is also the Canadian market leader in consumer towel and tissue products, with such well-known brands as Cashmere[®], Purex[®], SpongeTowels[®], Scotties[®] and White Swan[®]. Sustainability 2015 is Kruger Products' five-year plan aimed at reducing the company's environmental footprint. The company has set quantifiable targets for improving its environmental performance and is focusing on the use of innovative technologies. For more information on Sustainability 2015, visit sustainability2015.ca.

About Kruger Inc.

Founded in Canada in 1904, Kruger Inc., the parent company of Kruger Products, is a major producer of publication papers, tissue, lumber and other wood products, corrugated cartons from recycled fibres, green and renewable energy, and wines and spirits. It is also a leader in paper and paperboard recycling in North America. Kruger Inc. operates facilities in Quebec, Ontario, British Columbia, Newfoundland and Labrador, and the United States.

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