

It's time to throw in the towel

Uncovering 3 myths about rags and reusables



Rags and reusables have long been cleaning staples in industrial and manufacturing facilities because of perceived cost, efficiency and sustainability benefits.

But did you know that these perceptions don't match up with reality?

Let's dive into these misconceptions. After we do, you'll see rags and reusables in a whole new light. If you're currently using them, don't worry. We're going to introduce you to a much better solution.

Here are the 3 main myths about rags and reusables:



Myth:

Rags and reusables are more cost-effective.

Fact:

The cost of reusables has increased more than 25% since the start of the COVID-19 pandemic.¹ Add to that laundering costs, lost rag charges, transportation, fuel and energy surcharges. These all make rags and reusables more expensive than they appear at face value.



Myth:

Rags and reusables are more efficient.

Fact:

Rags and reusables can lose their power to absorb over time and can leave lint behind. When it comes to hygiene and cleanliness, they're a poor choice. In fact, research has shown that **93% of towels sampled contained live bacteria, even after laundering.**² They can also contain pins, buttons and metal shavings, as well as chemicals and unknown substances from a mix of customers – **putting your people and process at risk.** With all this, it should come as no surprise that consumers have told us that single-use disposable wipes allow them to get the job done quickly and efficiently and also know that it was done well.³

**Myth:**

Rags and reusables are more environmentally friendly.

Fact:

It takes a lot of labor, energy and water to wash and rewash rags and towels.

The good news?

There's a better option: single-use disposable wipes that meet CDC recommendations. Not only are they easy to use, they provide a clean, consistent cloth every time.

From the many wiping solutions out there, **here are 3 reasons to choose WypAll®, the #1 brand of disposable wipes in North America.**⁴

1. Unlike rags and reusables, **there are no additional costs such as those associated with laundering**, including lost rag charges or transportation, fuel and energy surcharges. And **we guarantee 20%⁵ savings over rags and towels** in 60 days or we'll reimburse your investment up to \$1,000.
2. WypAll® Wipes can help increase efficiency and productivity because they **are engineered for virtually any task**. They are compatible with a range of chemicals, solvents and disinfectants – enabling you to **achieve the right level of clean**. They also **absorb twice as much water as rags** and are available in low-lint formats.
3. **WypAll® Wipes also offer sustainable solutions**, such as the L10 product family, that meet EPA guidelines for recycled fiber content. Some of our best-sellers, like WypAll® ProScrub™, offer refills for buckets or canisters to **help reduce cost-in-use and help reduce the number of empty containers that go to landfill**.

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WYPALL
BRAND

¹ COVID Healthcare Messaging Research, 2020

² A Rag is a Red Flag, Kimberly-Clark Professional, 2014

³ Global Wipers Insights, Kimberly-Clark Professional, 2016

⁴ In the U.S. and Canada, based on market share

⁵ Customer agrees to completely replace their current rags or laundered towels with WypAll® X Brand Wipers; WypAll® Foodservice Cloths; WypAll® Oil, Grease & Ink Cloths or WypAll® Reach™ Towel System. The maximum amount that Kimberly-Clark Professional will pay out under this program is \$1,000 in cash per customer facility. Void where prohibited, taxed or restricted by law. Not responsible for lost, late, misdirected, incomplete or undeliverable submissions. Kimberly-Clark Professional reserves the right to modify or cancel this program at any time.