



CONFIDENCE IN EVERY CLEAN

# Introducing the New and Improved WypAll® X70

The market leader just got better.

Now with nearly 10% larger sheets<sup>2</sup> and a cloth-like feel, WypAll® X70 Cloths absorb up to 20% more oil and water than before. The new WypAll® X70 Cloths are also more liked by users for oil and grease cleaning performance.<sup>1</sup>



## Re-engineered WypAll® X70 Cloths deliver improved absorbency and strength

### Product updates in a glance

- Absorbs up to 20% more oil and water than before for an efficient clean
- Better in-use performance for oil and grease cleaning<sup>1</sup>
- New cloth-like look and feel for enhanced absorbency

### What's not changing?

- No 5-digit SKU change (soft dash-code rollover)
- Price stays the same!

	SHEET SIZE	CHANGE IN SIZE	# SHEETS PER UNIT	SQUARE INCH/UNIT CHANGE
Pop-Up™ Box	8.34" x 16.8" ► 9.1" x 16.8"	+ 9.1 % per sheet	100 ► 96	+ 4.7 % per box
Jumbo Roll	12.2" x 12.4" ► 12.4" x 13.4"	+ 9.8 % per sheet	870 ► 820	+ 3.5 % per roll
Brag™ Box	no change	no change	200 ► 192	- 4.0 % per box

## What does this mean to customers?

Users will feel the difference in wipe performance and durability. In fact, re-engineered WypAll® X70 Pop-Up™ Cloths now absorb 10% more oil and up to 30% more water than a competing Tork wipe.<sup>3</sup>

<sup>1</sup> Compared to previous WypAll® X70 or X80 Cloths

<sup>2</sup> Compared to previous WypAll® X70 or X80 Cloths; Pop-Up Box, Jumbo Roll formats only

<sup>3</sup> Compared to Tork 5301755





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# Introducing the New and Improved WypAll® X80

The market leader just got better.

Nearly 10% larger<sup>2</sup> with a precision-engineered surface texture, WypAll® X80 Cloths now absorb over 20% more oil and up to 15% more water than before. Built to tackle tough tasks, new WypAll® X80 Cloths are liked by users for improved water, oil and grease cleaning.<sup>1</sup>



WypAll® X80 Cloths now feature a tough, precision-engineered surface texture.

### Product updates in a glance

- Now absorbs over 20% more oil and up to 15% more water than before
- Better in-use performance for water, oil and grease cleaning<sup>1</sup>
- Durable and strong feel with precision-engineered surface texture

### What's not changing?

- No 5-digit SKU change (soft dash-code rollover)
- Price stays the same!

	SHEET SIZE	CHANGE IN SIZE	# SHEETS PER UNIT	SQUARE INCH/UNIT CHANGE
Pop-Up™ Box	8.34" x 16.8" ▶ 9.1" x 16.8"	+ 9.1 % per sheet	80 ▶ 76	+ 3.7 % per box
Jumbo Roll	12.2" x 12.4" ▶ 12.4" x 13.4"	+ 9.8 % per sheet	475 ▶ 455	+ 5.2 % per roll
Brag™ Box	no change	no change	160 ▶ 152	- 5.0 % per box

## What does this mean to customers?

WypAll® X80 Jumbo Roll Cloths now absorb 10% more oil and 8% more water than a competing Tork wipe.<sup>3</sup>

1 Compared to previous WypAll® X70 or X80 Cloths

2 Compared to previous WypAll® X70 or X80 Cloths; Pop-Up Box, Jumbo Roll formats only

3 Compared to Tork 530105

