



## K-C team in Kuwait sets world record for largest display

March 25, 2010

**A massive structure made entirely of KLEENEX® facial tissue boxes tops an old record set by a display formed entirely by Pampers packs.**

In the early morning hours of March 7, a Kimberly-Clark team in Kuwait City put the finishing touches on a massive structure made entirely of KLEENEX® facial tissue boxes – a display that set a new Guinness World Record.

The idea began three months earlier, when the K-C team and our Kuwait distributor (Al-Mansouria Trading Co.) discussed plans to establish a new record. As plans solidified, K-C officials contacted a representative from Guinness World Records to come to Kuwait and confirm the record.

Construction of the display started on the night of March 6. More than 45 people began stacking KLEENEX boxes in a neat rectangular pattern inside the TSC Wholesale Center. By the time they were done, more than 130,200 facial tissue boxes (3,100 cases) were part of the record-breaking display.

Guinness World Records representative Jack Brockbank arrived in Kuwait City on the morning of March 7 to confirm the record. He measured the structure at 289 cubic meters (10,205 cubic feet), which beat the old record of 269 cubic meters (9,499 cubic feet). The old record was set by a display formed entirely by Pampers packs.

“We wanted to be in the Guinness Book of Records to show that Kuwait is a trading hub,” says Ali Abdul Rahman Al-Wazzan of The Sultan Center. “The traders here are always active and competitive.”

Brockbank awarded a Certificate of Guinness recognition to the K-C team and its partners, The Sultan Center and Al-Mansouriya Consumer Trading Co. As to whether the record will appear in the 2011 Guinness Book of Records, Brockbank says “maybe.”

“This record will be short-listed for inclusion in the 2011 Guinness Book of Records,” he says. “I can’t say for

sure whether it will be included because we have over 60,000 records in total, and there are only 4,000 to 5,000 in each book.”

The event was a great success for everyone involved, including the exhausted display builders who established a world record using nothing but top-quality K-C products. Congratulations to our newest world record holders!