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**SCA'S TORK BRAND DEBUTS ONLINE 'BETTER BUSINESS CENTER' AT ISSA
*Business Resource, Social Networking Hub Helps Customers Gain Critical Insights***

LAS VEGAS, October 19, 2011 – SCA, a global hygiene company and makers of the [Tork®](#) brand of away-from-home paper products, today at the ISSA/Interclean® show in Las Vegas, announced the launch of [The Tork Better Business Center](#), an online information resource offering tips and insights from industry experts to help customers enhance their bottom line.

The Tork Better Business Center, www.betterbusiness.torkusa.com, is designed to heighten SCA's commitment to grow closer to customers by helping them drive their own business goals. This one-stop resource highlights [business tips](#), tools and insights to facilitate open, engaging conversations and the sharing of best practices. Visitors can also easily access Tork's social media sites, including [Facebook](#), [Twitter](#), [YouTube](#), [SlideShare](#), [Flickr](#) and [LinkedIn](#) to gain and share additional content and resources geared towards improving businesses.

"The Tork Better Business Center is an industry first, providing valuable industry insights to our customers to help them increase their bottom lines," said John Drenkler, SCA Tissue North America vice president product and marketing. "It supports our continuing effort to provide full consultative services to the businesses and industries we support."

The Tork Better Business Center is relevant to any business but aggregates information most topical to the business segments served by SCA, including foodservice, healthcare, office, education and industrial. Subject matter experts from SCA and the Tork Green Hygiene Council™ (TGHC) cater to each segment, offering solutions for saving time and resources, retaining patrons and increasing a business' bottom line.

The Tork Better Business Center serves as a search engine and aggregator of Tork content, such as studies revealing U.S. consumer preference for green products and services, tips for initiating an employee handwashing program and how to create a more sustainable office environment. It also brings industry experts together to provide opinions, how to's and advice. Thought leaders like the TGHC, which consists of top professional and academic authorities,

SCA's own industry experts, who can provide insights specific to various segments, and third party subject matter experts, will present customers with valuable business information.

Making its debut at SCA's booth (#2430) at ISSA/InterClean in Las Vegas, October 19-21, the Tork Better Business Center will continue to expand as new contributors offer insights in an effort to help customers create a stronger, more profitable business.

For more information on the Tork Better Business Center and to access the resources it offers, visit www.betterbusiness.torkusa.com. For information on Tork products, visit www.torkusa.com.

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About Tork

The Tork brand offers a complete range of products and services within hygiene and cleaning for professional washrooms, healthcare, food service and industry. Through customer understanding and particular expertise in hygiene and sustainability, Tork has become a market leader in many segments and a committed partner to businesses in over 80 countries. Tork is a global brand in the SCA hygiene portfolio. To keep up with the latest Tork news and innovations, please visit: www.torkusa.com.

About SCA in North America

SCA's North American tissue division is one of the three largest producers of away-from-home tissue products in North America, supplying paper napkins, tissues, towels, specialty wipers, dispensers and soap used in commercial settings such as restaurants, office buildings, schools and healthcare facilities. Tork® products are made from 100-percent recycled content. SCA recycles more than 750,000 tons of paper a year; on average, more than 60 percent of those tons are post-consumer waste. The first American papermaker to earn EcoLogo™ certification, SCA also has earned Green Seal™ certification on many of its products. The company has more than 2,200 employees in the United States and Canada. More information is available at www.torkusa.com.

About SCA

SCA is a global hygiene and paper company that develops and produces personal-care products, tissue, packaging solutions, publication papers and solid-wood products. Sales are conducted in some 100 countries. SCA has many well-known brands, including the global brands TENA and Tork. Sales in 2010 amounted to \$15 billion (USD). SCA has about 45,000 employees. For more information about SCA, please visit: www.sca.com