

the roll that changed history

Disposable toilet tissue story

Have you ever wondered what people used before the invention of toilet paper? The answer is - pretty much anything that worked. Included in this odd list of items are grass, leaves, fur, mussel shells, corncocks, newspapers, sponges and even the Sears catalogue and the Farmer's Almanac.

The first recorded mention of "toilet paper" occurred in the fourteenth century when China's Bureau of Imperial Supplies began producing 720,000 2 inches by 3 inches sheets of toilet paper a year to be used by the emperors. Fast forward to 1857 when the first packaged sheets of pre-moistened bathroom tissue in the U.S. were produced by New Yorker Joseph Gayetty. He called it "therapeutic paper" and sold it in packs of 500 for 50 cents.

Scott's Revolutionary Idea

In the late nineteenth century, the public's desire for better hygiene coincided with improvements in residential and commercial indoor plumbing. In 1890, the Scott Paper Company came up with a revolutionary idea that forever changed the way people used toilet paper. They became the first company to market rolls of tissue specifically for use as toilet paper. It wasn't an easy sell. The market was limited and the subject was considered unmentionable in the Victorian 1890s - consumers wouldn't mention it, merchants wouldn't display it and publications wouldn't advertise it.

Innovative Strategy

Faced with this resistance, Irvin and Clarence Scott devised an interesting strategy. They gave their merchant-customers a proprietary interest in selling toilet tissue by customizing the product to each customer's



specifications for the size and form of the package, the weight of tissue and the name and design that appeared on the wrapper. Under this private-label arrangement the company purchased large "parent" or "jumbo" rolls of paper and converted them into the various small rolls and packages of toilet tissue.

The strategy worked. Scott was producing private-label brands for more than 2,000 customers. The only downside of this arrangement was that the Scott name had no consumer recognition or value at that time. All of that was about to change. Arthur Hoyt Scott, Irvin's only son, entered the business in 1896. He believed that Scott's future lay in offering the public one - and only one - uniform product of guaranteed, consistent quality.



First Scott Brand Product

In 1902, Scott purchased all rights to the Waldorf trademark, a popular bathroom tissue at the time. It became the first Scott brand product. Arthur worked tirelessly to ensure the product's success. Over the next few years, Scott added other company-owned brands



that eventually formed what was called "The Sanitary Line," a name that emphasized medication and sanitation. All private-label manufacturing was eliminated in 1911, marking the beginning of the complete concentration on Scott brands. In 1913, the company began manufacturing Scott Tissue bathroom tissue, and by 1925 became the leading toilet paper company in the world. In 1995, Kimberly-Clark acquired Scott Paper.

Evolving to Meet Consumers' Needs

Arthur Scott's vision of high standards of quality, long-term growth and innovation have resulted in superior toilet tissue products such as Scott Extra Soft Tissue, Scott Moist Wipes and Cottonelle and its Aloe & E, Ripples, Ultra, Flushable Moist Wipes and Cottonelle for Kids product line extensions.

To learn more about Scott and Cottonelle products, visit www.scottbrand.com and www.cottonelle.com.

