



For Immediate Release

Media Contact
Carrie McKnight
Carrie.McKnight@cjr.com
(479) 684-2734

Linda Mayer
Nice-Pak
Linda.Mayer@pdipi.com
(845) 365-1700 x8840

World's Iconic Wet-Nap® Makes Retail Return at Walmart

Wet-Nap® Wipes, Introduced by Colonel Sanders at KFC, Now Available Exclusively at Select Walmart Stores

ORANGEBURG, N.Y. – April 14, 2014 –Moms everywhere have reason to celebrate today. Wet-Nap®, the original wet hand wipe that was made available with every Kentucky Fried Chicken (KFC) meal, is making its retail return and is now available exclusively in select Walmart stores nationwide.

The Original Wet-Nap®, synonymous with moist towelettes world-wide, is expanding distribution from food service to retail in order to give moms everywhere a hand on the go and at home. The gentle and ultra soft hand wipes come in 5 varieties ranging from individual packettes for on the go, to large flip-top packs for messes anytime, anywhere. Where sold, the wipes can usually be found in the paper goods aisle or health and beauty section.

“We are excited to be offering these mom-tested and mom-approved products exclusively at Walmart,” said Tom Hernquist, President, Consumer Division, Nice-Pak Products. “As life moves faster and things get messier, we know moms need a quick, effective solution for daily messes. Wet-Nap® products are a convenient, affordable total solution for wiping hands and faces on the go.”

Nice-Pak Products, Inc. Chairman and CEO Robert Julius remembers when The Colonel helped introduce the brand to the world. “Finding the ideal solution for his patrons to clean up after enjoying his finger-licking good chicken, The Colonel made Wet-Nap® hand wipes available with every meal. Today marks the beginning of a new chapter and we are thrilled that this tried-and-true product and Original Wet-Nap® brand is now on the shelves at Walmart.”

Wet-Nap®, manufactured by Nice-Pak Products, Inc., has 5 new SKUs priced at \$1.97: 40 count antibacterial hand wipe canisters in fresh or citrus scents, 24 count antibacterial hand wipe packettes in fresh or citrus scents, and 110 count hand, face and body cleansing wipes.

About Nice-Pak Products, Inc.

Nice-Pak, founded in 1957, is the global leader in the design, manufacturing, marketing and distribution of premium quality branded and private label pre-moistened wipes. Headquartered in [Orangeburg, NY](#), Nice-Pak has a track record of introducing innovative products that help to improve people's health and wellness through the consumer, healthcare and professional business channels. Nice-Pak brands include Nice'n Clean®, Grime Boss®, Sani-Hands®, and Wet-Nap®. For more information please visit: nicepakwipes.com.