

Meijer and **Kimberly-Clark** recently teamed up to break the current **GUINNESS WORLD RECORDS** title for the ***Tallest Bath Tissue Pyramid*** at the retailer's new **Grand Chute** supercenter.

The new record-breaking pyramid measured 14 feet 3.75 inches tall and was comprised of 25,585 toilet paper rolls. A GUINNESS WORLD RECORDS adjudicator declared the pyramid beat the current record, achieved in 2012 in Brazil, by nearly a foot.

Meijer customer who stopped by the pyramid received free rolls of Cottonelle toilet paper from Kimberly-Clark after the record ceremony.

To view a video of the pyramid, please visit <https://vimeo.com/271745832/4758d25f53>.

Additional assets available online: _____ (1)

<http://meijercommunity.com/2018-05-31-Meijer-Kimberly-Clark-Break-GUINNESS-WORLD-RECORDS-TM-Title-for-Tallest-Bath-Tissue-Pyramid>