

“The goodwill of the people is the only enduring thing in any business. It is the sole substance...the rest is shadow.”

H.F. Johnson Sr.
Annual Employee
Profit Sharing Day,
1927



The Purpose of a Business

A company is more than the sum of its profits. Over the course of our company's long history, we have learned that when a business champions a more enduring purpose, profits follow.

The Johnson family of companies has had a long tradition of commitment to the environment and sustainability. We were the first in the 1970s to ban ozone-depleting chemicals from our aerosol products, for example.

Today, we recognize the enormous environmental impact of the cleaning and hygiene industry and are doing something about it. We are leading the way to becoming better citizens of the planet and have received enthusiastic response from our customers.

The “green cleaning” movement is catching hold across the world as organizations become more sensitive to the environment and seek to improve working conditions for employees and facility occupants.

Our leadership in the “green cleaning” and broader sustainability movement stems from the principles that have been the foundation of our business for five generations and nearly 120 years. These principles are embodied in our statement of values called “This We Believe.” These values drive us to:

- Offer trusted and innovative products and programs to our customers;
- Provide employment that is fulfilling and stimulating;
- Demonstrate our respect for the natural environment;

- Show our commitment to communities and countries; and
- Improve international understanding and advance a free market economy.

At its heart, This We Believe is about earning goodwill, which was first articulated by my great grandfather, H.F. Johnson Sr. His vision for earning the “the goodwill of the people” is what drives this company to serve our customers, contribute to our communities and develop our people. And it is this goodwill that is the catalyst for our profitable growth.

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Earning goodwill requires us to live up to our claims with well-substantiated facts. This Global Responsibility Report summarizes JohnsonDiversey's commitment to social, environmental, and health and safety responsibility, as well as to economic vitality. I hope it contributes to earning your goodwill.

A handwritten signature in black ink, appearing to read 'S. Curtis Johnson'.

S. Curtis Johnson
Chairman