

RESPONSIBLE

Cleaning and Hygiene



Wild Rapids

Progress



Steve Di Biase
Senior Vice President &
Chief Scientific Officer
Research, Development and Engineering

“... a sustainable business depends upon a sustainable environment.”

The Meaning of Responsible Cleaning and Hygiene

by Steve Di Biase
JohnsonDiversey Inc.

At JohnsonDiversey, we have five generations of family leadership backing our philosophy to go far beyond what's acceptable in the marketplace and be a leader of environmental, safety and health practices. That leadership stems from our ongoing commitment to make communities better – communities in our own backyard and across the world.

Our approach to doing business depends upon a sustainable environment. So we strive to provide a diverse portfolio of products, services and programs that help our customers maintain safe, healthy, high performing facilities.

Sometimes that means developing new dispensing or chemical technology. Sometimes that means partnering with other

businesses, organizations, governments and non-governmental agencies.

And it always means we work closely with our customers. Our customers are sophisticated and so are their customers. They demand a responsible approach to health and hygiene solutions for their facilities.

Beyond Chemistry

JohnsonDiversey continued its legacy of environmental leadership in 2005. We applied it along the whole supply chain: from our laboratories, to our packaging and dispensing design, from our production practices and delivery, to end-use training.

That means our approach to environmental responsibility goes well beyond chemistry.

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Leadership



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Jonmaster, for example, is a complete system of cleaning built around new microfiber technology. Each fiber is split to 1/1000 of a human hair. These cloths trap dust, dirt and bacteria, leaving multiple surfaces cleaner and more hygienic than traditional mops and cloths. Once the surface is cleaned, the cloths can be laundered or disposed.

Within the portable Jonmaster workstation, the operator has everything he or she needs on the trolley. With minimum downtime – no need to fill and empty buckets – more tasks can be done in less time and with less effort to achieve higher standards of cleanliness and hygiene.

The Pace™ high impact floor cleaning system, used in conjunction with our Alpha™-HP Multi-Surface Cleaner, offers another example of JohnsonDiversey's environmental leadership.

The Pace system's innovative design reduces water and solution use by 90 percent compared to conventional mopping methods. Color-coded bottles and microfiber pads ensure multiple application areas are cleaned efficiently and correctly. The integrated solution dispensing system reduces cleaning time by at least 50 percent and there's no need to fill buckets. Floors are cleaned and dry in a matter of minutes, reducing the risk of slip and fall accidents.

A Growing List

Jonmaster and the Pace systems provide customers with safe, environmentally responsible choices. So does our growing list of Green Seal products.



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The independent, non-profit organization in Washington, D.C., Green Seal, evaluates products noting their major environmental impacts in each life-cycle stage, including resource extraction, production, distribution, use and eventual disposal or recycling.

The evaluation considers energy, resource use and emissions to air, water and land, as well as other environmental and health effects.

JohnsonDiversey already had earned Green Seal certification for several of our multipurpose cleaners, but in 2005, we added floor finishers and strippers to the list, sold under the Johnson Wax Professional Aquaria™/MC, Johnson Wax Professional Freedom SC®, and Butcher's G-Force™/MC brand names.

The finishes provide excellent performance in comparison to other non-zinc finishes, and the strippers are available in ready-to-use dilution containers, making the products easy to measure and use.

In addition to our Green Seal certified products, we made positive changes by reformulating some detergents for use in shorter rinse cycles and at lower temperatures, thereby reducing water use and energy.

With Tomorrow in Mind

From Jonmaster to Pace to Green Seal products and reformulations, we continue our drive to do the right thing for the planet, our business, our customers and those who rely upon them.

It's our global commitment to deliver solutions that respect the generations before us and support those yet to come.



“... deliver solutions that respect the generations before us and support those yet to come.”





Innovation

JohnsonDiversey Introduces One-Application Floor Stripper

In October, JohnsonDiversey introduced Johnson Wax Professional FASTRIP™/MC and Butcher's Wild Rapids™/MC, revolutionary new floor strippers that remove heavy floor-finish buildup in one application.

Capable of removing as many as 10 coats or more of floor finish in a single use, this low odor, highly concentrated solution provides numerous dilution ratios to meet the demands of any floor finish removal challenge.

As with all JohnsonDiversey products, FASTRIP and Wild Rapids provide minimal hazard risk to both end users and the environment when used as directed.



DuoClean™/MC Sweeping System Saves Money and Time

DuoClean™/MC is one of those innovations that leads people to say, "Now, why didn't I think of that?!"

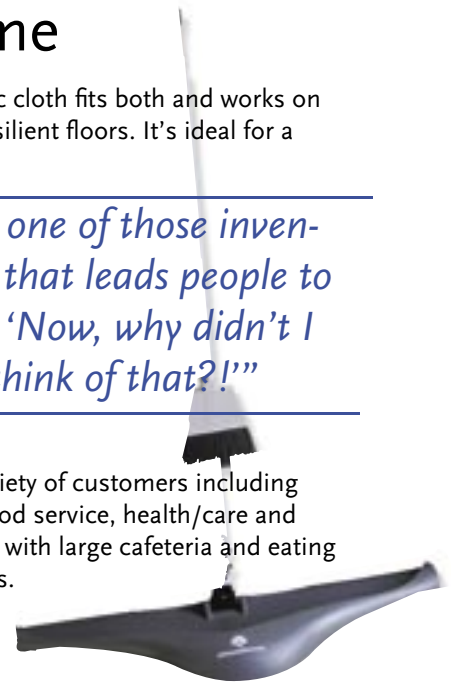
JohnsonDiversey's DuoClean sweeping system incorporates a dust mop head with an integrated recovery pan for easy trash pick up and emptying. Its design eliminates the need for workers to bend and pick up dirt and large particles, which reduces operator injury, strain and fatigue and operating time by up to 35 percent.

The DuoClean system comes in two sizes for the convenience of small and large cleaning applications, and the

synthetic cloth fits both and works on most resilient floors. It's ideal for a

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wide variety of customers including retail, food service, health/care and facilities with large cafeteria and eating locations.



Laundry Product Benefits Customers and the Environment



Customers who rely upon clean laundry, such as hospitals and hotels, constantly search for ways to reduce their laundry costs while maintaining high quality. To meet this customer need, JohnsonDiversey launched the CLAX® Plus-Bright detergent for use in on-premise laundries.

CLAX PlusBright combines a highly concentrated main wash detergent with a highly concentrated patented oxygen bleach. Additionally, CLAX PlusBright is uniquely effective at low temperatures and reduces water consumption up to 30 percent.

Laundry facility operators dispense the auto-dosed system at the proper amount each time, reducing waste, saving money and time.

What You Can't See Can Hurt You

ElimineX® Provides Revolutionary Drain Cleaning Technology

JohnsonDiversey's introduction of the ElimineX® hygiene system makes decontamination of hard surfaces easy. Its chlorinated chemistry and ready-to-dispense technology means customers can clean surfaces in less than one minute, saving time and providing a safe and effective solution. And one of the toughest jobs ElimineX can handle is down the drain.

When it comes to cleaning drains, food service employees usually think it's a dirty, smelly, punishing,

time consuming job and would prefer to overlook the task. But because bacteria love a cool, wet environment filled with food soil, cleaning drains is critical.

Unlike traditional degreasers, ElimineX's clinging foam provides extended contact time with the drain, which allows the cleaning agents and chlorine to break down food soils. Because the process works so quickly, ElimineX saves customers 25-30 percent in labor costs.



Floor Care Program Reduces Slips and Falls

Continuing its tradition of bringing safe and innovative clean-up and containment solutions to the workplace, JohnsonDiversey introduced the Slip and Fall Elimination Program (S.A.F.E.), a combination of products, tools and services designed to reduce slip-and-fall accidents in the workplace.

An integral part of the program is JohnsonDiversey's training for retailers, building service contractors, hospitals, schools and insurance companies, where customers learn techniques for slip and fall accident prevention.



New Dispensing System Increases Safety

Once again showing that innovation in dispensing technology makes life easier for the end users of our products, JohnsonDiversey introduced the QUATTROSELECT™/MC dispensing system. QUATTROSELECT combines several patented technologies into one system to make dispensing concentrated products easy, reliable, safe and productive.

The leak-proof cartridges eliminate chemical exposure, and the selector valve allows quick dialing for appropriate one-hand bottle or bucket filling.

The new QUATTROSELECT was designed with the customer in mind making use easy and intuitive with minimal training.



Recognition

Green Seal Certified Products

Housekeeping

Johnson Wax Professional
Stride® Citrus/ HC Neutral Cleaner
Alpha™/MC-HP Multi-Surface Cleaner
Crew® Bathroom Cleaner & Scale Remover
Glance® NA Glass & Multi-Surface Cleaner

Butcher's

#72 G-Force® H2O2 Multi-Surface Cleaner
#70 G-Force® All-Purpose & Glass Cleaner Concentrate
#05 Raindance™/MC Low Foam Neutral Floor Cleaner
#71 G-Force® Washroom Cleaner
Look™/MC NA Glass & Neutral Cleaner

Carpet Care

Johnson Wax Professional
Heavy Duty Prespray Plus Shampoo

Butcher's

G-Force® Fountainhead™ Carpet Extraction Cleaner
GS-40-certified

Hard Floor Care

Johnson Wax Professional
Aquaria™/MC Floor Finish
Freedom® SC Floor Stripper

Butcher's

G-Force® Floor Finish
#73 G-Force® Floor Stripper



Our Approach to Healthy High Performance Cleaning

We offer Healthy High Performance Cleaning (HHPC) to help our customers attain healthy, high-performing buildings. The program goes beyond products to include proper procedures.

For those seeking a simple program to help reduce the health and environmental impacts of their facilities on building occupants and cleaning staff, HHPC provides easy to understand processes, procedures and training.

In 2005, we added a communication program with designed materials to help customers promote

their HHPC program. The intent is to encourage building occupants to also get involved in making their facility safe, healthy and high performing.

An integral part of our program is the practical use and application of our Green Seal certified product line-up. We also earned Environmental Choice for products in Canada.



HHPC Wins Environmental Award

JohnsonDiversey's Healthy High Performance Cleaning program earned the 2005 Wisconsin Business Friend of the Environment Award. The award is presented by the Wisconsin Environmental Working Group (WEWG), an affiliate of Wisconsin Manufacturers and Commerce (WMC).

The HHPC program won in the Environmental Innovation category.

The WEWG recognizes excellence in environmental performance in two other categories including Pollution Prevention and Environmental Stewardship.

Award winners were selected by an independent judging panel that included representatives from industry, the Department of Natural Resources, and the University of Wisconsin-Extension.

ServSafe™ Training

Strengthens JohnsonDiversey China's Food Safety Profile

JohnsonDiversey China is building its food safety profile, and the latest step has been the certification of sales associates through the ServSafe™ program.

ServSafe is a food safety program that provides instruction and testing at all levels of the food service market. It is intended to prevent foodborne illnesses by teaching and testing participants on such key issues as food surface cleaning, proper food holding temperatures, food handling procedures, and the like.

In JohnsonDiversey China, 51 of our sales associates have completed ServSafe training and qualified for

ServSafe Food Safety Manager certification. Of those, 13 scored more than 90 percent on the tests, which qualifies them to apply for ServSafe Instructor certification.

"This will strengthen JohnsonDiversey China to provide total solutions for our customers and become the major player in the food safety market," said Ed Kennedy, Regional President, JohnsonDiversey Asia Pacific.

ServSafe Food Safety Manager Certificate Training is conducted by the U.S. National Restaurant Association Education Foundation.



New Cleaning Program Simplifies Washroom Care

According to recent American studies, 78 percent of customers say that a clean restroom is a strong indicator of a clean kitchen, and more than two-thirds of customers will tell their friends about a bad restroom experience.

Because customer experience and perception are so important to a business, JohnsonDiversey simplified restroom care and developed a complete restroom cleaning program called Care4 Washroom™/MC.

The program integrates into one solution hard-surface care, floor care, skin care and odor control. Care4 Washroom also includes simplified training and procedure materials, and reduces the number of cleaning steps from an industry average of 20 to five. We also condensed our inventory to seven products and provided tools to make reordering easy.

