



“We believe in earning
the enduring goodwill
of customers and
users of our products
and services.”

— *This We Believe*



We protect lives by producing superior products that make food, drink and facilities safer and more hygienic. As a leading provider of sustainable solutions, we help our customers examine and reduce the environmental impact of their operations as they save money, water and energy and reduce waste and carbon dioxide emissions.

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Water Management

Our water management expertise helps customers save money and protect a precious natural resource

JohnsonDiversey's commitment to sustainable business practices extends beyond the doors of our own enterprise to finding ways to help our customers make their own businesses more sustainable. Our customers are dedicated to protecting their brands, improving their profitability and reducing their energy and water consumption, and they know we are dedicated to helping them meet those goals.



JohnsonDiversey innovations offer food and beverage processors the opportunity to save energy, eliminate wasted water and reduce staff time. In a single year, a typical carbonated soft-drink bottling plant saves:



- 3-step clean in place with hot water
- OR
- 3-step clean in place with cold water
- Foaming cleaner
- Waterless track lubricant
- Other operational water savings

Jay Hutchison, Business Development Manager, conducts tests of water-saving technologies at a municipal wastewater facility.



Our water management expertise is a key example of how we help customers improve their operational efficiency, reduce their costs and decrease their impact on the natural environment. Water comprises a significant portion of the cost of cleaning facilities. In places such as food and beverage processing facilities, for example, it is the single most costly element of the cleaning process. By helping our customers use less water, and use it more efficiently, we help them reduce their costs and improve their bottom-line results.

“JohnsonDiversey has been very proactive in working with us to come up with new innovations and new products that we can use within our plant to reach each goal,” said one global bottling customer.

We begin our water management offering with AquaCheck™/MC, a comprehensive analysis of our customers’ operations. We document the water use and environmental footprint in an operation. Then, we audit the facility and collaborate with the customer to develop targets for reducing water use and environmental impact. When the customer has agreed on a course of action, we work with them to implement water, energy and effluent reductions.



We have developed an extensive suite of products, services and expertise that work in tandem with one another to improve our customers’ operational efficiency as well as their cleaning and sanitizing results.

We have conducted extensive tests with soft-drink bottling plants, for instance, to document the energy, water and time savings that result from implementation of each component of our bundled plant-cleaning offering. Our superior products and solutions enabled plants to reduce the number of steps involved in cleaning the bottling lines, contributing to a reduction in downtime on the lines and reductions in labor costs. Instead of a hot-water process, we recommended products and procedures using water at its ambient temperature, helping cut the plant’s energy use and related carbon dioxide emissions. We enabled plants to recover and reuse cleaning and sanitizing products, which not only reduced their costs but also cut the effluent from the plant.

We also have introduced dry technologies for cleaning certain areas of plants. These products and techniques replace water-based approaches. Dry technologies reduce the time workers spend on cleaning tasks as well as reducing water use and spillover,

which in turn cuts the risk of slip-and-fall injuries and reduces costs and waste.

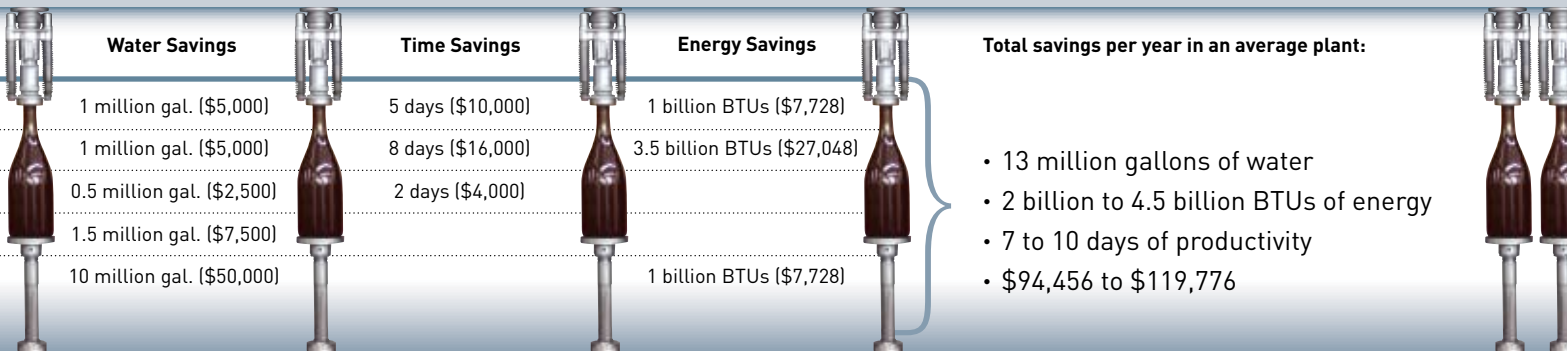
For instance, our innovative Dry Tech 5 concentrated lubricant reduces friction on stainless steel conveyor lines and helps reduce the build-up of debris and soils. The Dry Tech 5 dry lubricant offers customers tremendous savings versus water-based lubricants and reduces downtime on conveyor lines associated with other cleaning operations. It also improves plant safety by reducing water runoff onto floors.

In a snack-food processing plant, we found similar savings. Our products enabled customers to clean frying and baking equipment with less chemical use, less water and substantially less downtime between products.

We provide our customers with documented analysis of the cost, energy and water reductions they can achieve by implementing each aspect of our program, as well as the overall savings from implementing the total package.

In a single carbonated soft-drink plant, for example, we documented savings of 13 million gallons of water and 2 billion to 4.5 billion BTUs of energy.

JohnsonDiversey’s unique ability to provide superior cleaning products, expert advice and close partnerships with our customers enables us to help our customers reach their business objectives, and helps all of us conserve the earth’s precious resources.



Redefining energy efficiency: helping customers think differently leads to cost and energy savings

We extend our expertise in sustainability beyond our own operations to help our customers realize the power of thinking differently about how they operate their facilities. Too many businesses make the mistake of thinking that being sustainable costs money. We know that using resources wisely not only protects the earth, it also protects the profitability of an enterprise.

A pilot project with beverage bottling plants proves the value of thinking differently. The customers, a regional group of bottlers for a global brand, asked us to help reduce their energy costs and carbon dioxide emissions associated with cleaning their bottling lines. Traditional thinking would call for installing a more efficient boiler to heat the water used to clean the lines. A new boiler consumes capital resources.

Instead, we asked a different question: Do you need the boiler? We replaced a conventional five-step clean-in-place process using hot water with a three-step clean-in-place process using water at its ambient temperature. The year-long project:

- saved \$100,000 from the decreased cost of energy, water and waste;
- reduced annual carbon dioxide emissions from the plant by more than 1,200 metric tons;
- saved time, improving the plant's productivity.

17 MILLION
DOLLAR AMOUNT
THAT COULD BE
SAVED PER YEAR IF
ALL THE BOTTLING
PLANTS IN THE SAME
REGION ADOPTED THE
PROCESS WE TESTED

Other plants could realize similar savings, with specific totals varying depending on the fuel used in the boilers.

The savings represent an immediate return on investment with a capital outlay that is a fraction of what would be required to replace existing equipment.

If all of the bottling plants in the region associated with this global beverage company were to adopt the process we tested, they would reduce carbon dioxide emissions by about 27,000 metric tons per year and save about \$1.7 million per year.



JohnsonDiversey's environmental stewardship includes entire product life cycle from design through disposal

JohnsonDiversey is committed to environmental stewardship in our product design, production, use and disposal.

→ We established a Global Action List which guides our scientists in the use of chemicals for our products. The Global Action List prohibits or restricts the use of more than 60 chemicals or classes of chemicals. The list enables us to avoid the use of compounds that have unfavorable effects on the environment or human health. The Global Action List is reviewed, updated and republished annually based on the latest scientific information available.

→ We follow specific internal policies on the use of dyes, fragrances and preservatives to assure that our products, used properly, are safe for users and for the environment.

→ We employ strict criteria in product packaging. These criteria restrict the use of environmentally hazardous packaging such as polyvinyl chloride (PVC), and establish standards for packaging efficiency, recycled content and recyclability of our product packaging.

→ Our staff of toxicologists assess the risks to humans and the environment of all our products.

→ We do not test any products on animals unless such testing is required by law. We support alternative methods of testing.

→ Our products are labeled with accurate and complete warnings, and material safety data sheets (MSDS). Product hazards are published in multiple languages on many products.

→ All environmental claims in our product literature meet our strict guidelines on accuracy, validity and verifiability.

→ Our products are backed by a dedicated poison control center in case of accidental exposure.

→ We are an industry leader in the production and sale of green-certified products, with more than 100 products certified by independent, third-party groups such as Green Seal, EcoLogo, EU Flower and Nordic Swan.

→ We are the only company to have an entire cleaning system — products, tools and procedures — certified by GREENGUARD for indoor air quality.



TASKI scrubber drier increases productivity, reduces water and energy use

JohnsonDiversey helps customers complete one of the most costly and time-consuming cleaning jobs — scrubbing floors — while improving productivity and reducing environmental impact with the TASKI® Swingo™/MC XP scrubber drier. The machine's V-shaped scrubber and rotating microbrushes reduce water use by 50 percent and electrical energy consumption by 30 percent versus conventional scrubber driers. It also increases the productivity of cleaning staffs by 30 percent.

The scrubber drier has a W-shaped squeegee that dries floors better than conventional machines, improving safety for building occupants and cleaning workers.

In 2008, the Swingo XP was included as a recommended machine under the hospital "deep cleaning" program promoted by the U.K. Government and National Health Service.



TASKI® Swingo™/MC XP scrubber drier

Norovirus, MRSA infection control kits help JohnsonDiversey distributors help their customers battle fast-spreading germs

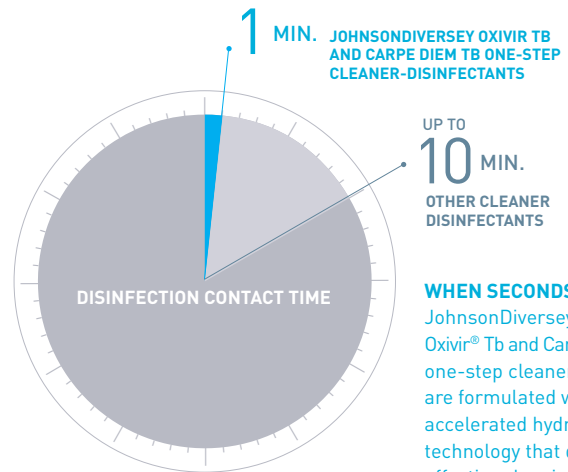
Effective surface disinfection is a critical component in deterring the spread of deadly pathogens in hospitals, schools and institutional facilities. JohnsonDiversey's industry-leading expertise and products are helping our customers protect lives.

We consult with our customers to provide the best combination of cleaners, disinfectants, tools and processes for effective cleaning and disinfection with minimal odors and environmental effects.

In 2008, we introduced a comprehensive norovirus infection control kit, designed to help our distributor partners help their customers battle these fast-spreading germs. Noroviruses cause acute gastroenteritis, are highly contagious, and can be spread through contact with contaminated surfaces.

Our norovirus kit educated our distributor partners and customers on how to avoid norovirus infections, and how to reduce their spread if an outbreak does occur. It included a training CD, fact sheets and a guide to selecting appropriate products to combat the viruses.

JohnsonDiversey offers six products registered with the U.S. EPA to help control noroviruses. Those products include our patented Oxivir® Tb and Carpe Diem™/MC Tb one-step cleaner-disinfectants. These cleaner-disinfectants are formulated with proprietary accelerated hydrogen peroxide (AHP) technology to deliver fast, effective cleaning and a 60-second contact time for disinfection. Many products must remain on a surface up to 10 minutes to disinfect. Our AHP products have an excellent



WHEN SECONDS COUNT
JohnsonDiversey's patented Oxivir® Tb and Carpe Diem™/MC Tb one-step cleaner- disinfectants are formulated with proprietary accelerated hydrogen peroxide technology that delivers fast, effective cleaning.

environmental profile, since the active ingredient, hydrogen peroxide, biodegrades into oxygen and water. Our AHP products are ideal for use in restaurants, hospitals, nursing homes, schools, child care facilities and cruise ships where norovirus outbreaks are most common.

The norovirus kit was built on our customers' positive response to a similar project we launched in response to U.S. outbreaks of antibiotic-resistant infections.

“The JohnsonDiversey name is really synonymous with a high quality and a high standard of product.”

— Monica Mattimore of TriState Supply

As schools scrambled to ensure their cleaning programs provided adequate disinfection to combat the potentially deadly pathogen methicillin-resistant *Staphylococcus aureus* (MRSA), JohnsonDiversey provided our customers and their customers with peace of mind from using highly effective products.

“School officials and parents were very concerned about the health and well-being of the students in the schools, and our phones started ringing off the hook. School custodians were desperate for a product that was effective against MRSA,” said Monica Mattimore of TriState Supply, a janitorial and building maintenance supplier whose customers include schools in New York City. “JohnsonDiversey's products really blew away the competition. We've been dealing with JohnsonDiversey for so long and the JohnsonDiversey name is really synonymous with a high quality and a high standard of product . . . and when you're talking about public health, you don't want to mess around.”





Trees play a critical role in the world's ecosystems, as well as in absorbing carbon dioxide.



Sale of innovative warewashing product contributes to reforestation in Portugal and Greece

More than 7,000 pine and oak trees are growing in Greece and Portugal, thanks to the success of a product we launched to provide top-quality dosing and dispensing technology to small kitchens. When we launched DIFY™/MC (Does It For You) detergent to the small-kitchen market, we committed to planting trees in endangered lands, with the number of trees to be planted relative to the amount of product we sold. We're proud to say we exceeded our targets.

DIFY detergent is designed for small, multi-cycle dishwashers in care homes and small restaurants. The technology ensures the correct dose of dishwashing detergent without requiring staff to handle chemicals. A single sachet of DIFY detergent lasts through 15 washes and contains the equivalent of six dishwashing products, including detergent, rinse aids, stain removers and drying aids. A small monitoring device alerts kitchen staff when the sachet needs to be replaced. The

innovative, easy-to-use product has met with such success in our European operations that we exceeded our sales targets. As a consequence, we also exceeded our tree-planting goals — by more than 28 percent.

JohnsonDiversey employees in Greece and Portugal volunteered to plant the oak and pine trees. About 5,100 trees have now been nestled into the soil in Portugal, and another 2,000 are taking root in Greece. Trees play a critical role in the world's ecosystems, as well as in absorbing carbon dioxide. The loss of natural forests around the world contributes more to global emissions each year than the transportation sector, according to the United Nations Environment Programme. Curbing deforestation is one of the most cost-effective ways of combating climate change.



New product innovations help customers save water and energy, reduce waste

JohnsonDiversey is committed to helping our customers reduce the environmental impact of their facilities while making cleaning and sanitation safer for employees and building occupants.

Our industry-leading innovations in dilution and dispensing technology and unique packaging designs enable us to eliminate substantial amounts of packaging and chemical waste, reduce shipping-related carbon dioxide emissions and protect workers. Our concentrated solutions weigh less than conventional, water-added products and are packed in specially engineered containers that work with our proprietary dosing and dispensing equipment. Closed-loop dilution protects our customers from direct contact with concentrated chemicals and ensures correct product dilutions for maximum efficacy. We design our packaging to reduce shipping and storage space, and we use recyclable materials to help eliminate waste.

ProSpeed™/MC floor finish system delivers superior finish, saves water, reduces waste

Our legacy of leadership in floor care converged with our legacy of environmental responsibility when we launched ProSpeed™/MC, a revolutionary floor finishing system that helps our customers greatly reduce the time required to apply floor finish, while saving water, reducing waste and delivering a superior finish.

FIRST THREE MONTHS

In the first three months it was on the market, the ProSpeed system helped our customers reduce their water use by more than 71,400 gallons and eliminated the waste of more than 8,200 gallons of floor finish.

The ProSpeed system helps building service contractors and other cleaning professionals provide high quality, cost-effective floor finishing results in retail, health care and education facilities. It reduces the environmental impact of floor finishing by eliminating the need for water cleanup and taking the guesswork out of how much floor finish to use. The system also contributes to better indoor air quality than traditional systems.

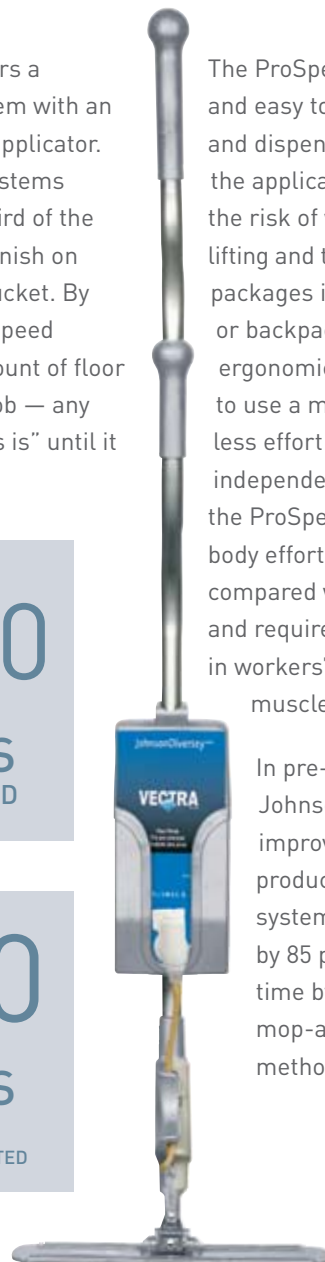
The ProSpeed system pairs a closed bag-in-a-box system with an ergonomically designed applicator. Traditional floor-finish systems waste as much as one-third of the product by leaving floor finish on the mop head or in the bucket. By contrast, the unique ProSpeed system uses only the amount of floor finish necessary for the job — any size job — then stores “as is” until it is time for the next job.

The ProSpeed system is easy to set up and easy to use. The product packaging and dispensing are fully integrated into the applicator tool, which helps reduce the risk of worker injury associated with lifting and transferring bulky chemical packages into cumbersome buckets or backpack-style dispensers. The ergonomic design allows workers to use a more natural posture and less effort to apply floor finish. An independent study showed that the ProSpeed system reduces total body effort by as much as 30 percent compared with conventional tools, and requires 35 percent less exertion in workers’ shoulder and lower-back muscles.

In pre-launch trials with customers, JohnsonDiversey documented improvements in worker productivity, with the ProSpeed system reducing floor finish time by 85 percent and reducing cleanup time by 90 percent compared to mop-and-bucket or backpack methods.

71,400
GALLONS
OF WATER SAVED

8,200
GALLONS
OF WASTED
FLOOR FINISH ELIMINATED





Optifill™/MC dispenser for manual warewashing delivers reliable results, reduces waste

Our expertise in dosing and dispensing, paired with our deep knowledge of the issues our customers face in their daily operations, led to the development of the Optifill™/MC dispenser, an innovation that delivers precise dosing and ensures consistent, reliable results in manual warewashing.

2.5 LITER BOTTLE
=
1,600 GALLONS
OF USEABLE SOLUTION

The Optifill dispenser eliminates the problems associated with traditional dispensing systems for manual warewashing. It employs volumetric technology to automatically dispense detergent or sanitizer in a precise dose for the volume of water flowing through the dispenser. Precise dosing with the Optifill system delivers consistently clean results — with no waste or residue, and no worry about inadequate cleaning. The maintenance-free dosing system starts and stops with the flow of water. The patented pumping system is

automatically renewed each time a new bottle is installed, ensuring consistent, reliable results.

The Optifill dispenser also protects our customers' staff and the environment. Its tamper-proof, sealed packaging prevents accidental spillage and misuse, and its lightweight, easy-grip design makes it easy to carry. The compact 2.5 liter bottle contains a super-high concentrate product that generates 1,600 gallons of usable solution. Hyperconcentration cuts down on packaging and transportation costs. The unique technology pumps 99.9 percent of the product out of the package, leaving virtually no waste. The packaging is fully recyclable, and is made from 25 percent post-consumer recycled materials.

Innovative Revoflow® system safely dispenses both liquids and powders

JohnsonDiversey knows that helping our customers reduce staff training time and eliminate errors or rework are important ways to help them reduce their operating costs and operate more sustainable businesses. The innovative Revoflow® dispensing system is the smarter way to wash, delivering consistent, superior results time after time, while reducing waste and preventing spillage.

The compact, wall-mounted system can be used by our restaurant and kitchen

customers, with our line of Suma® products, or by our laundry customers, with our line of Clax® products. The system is simple, safe and effective.

Unique product caps work with the Revoflow dispensers to deliver precise, automated doses of both liquids and powders. The locking caps prevent contact with cleaning and sanitizing chemicals, and prevent spillage and accidental mixing of chemicals. That gives our customers peace of mind, knowing their employees and the



Revoflow® dispensing system

environment are protected. Its off-the-ground installation reduces trip-and-fall risks and keeps the workspace tidy. The chemicals are packaged in lightweight, easy-to-handle packages, reducing the risk of lifting injuries. The super-high product concentrates and recyclable packaging help reduce the environmental impact and costs of making, transporting and storing bulkier products.

A "plug and play" system makes the Revoflow dispensing system easy to use. Color-coded packages make it easy for staff to identify and load the correct product for each application. The system is equipped with LED indicators and an intuitive trouble-shooting system.



Optifill™/MC dispenser

JohnsonDiversey exhibition in Glasgow helps customers understand sustainable facility management

Helping our customers operate more sustainable businesses sometimes starts with helping them think through what that means. Our teams in Scotland did just that with an informative and festive daylong Sustainable Cleaning Exhibition at Celtic Park in Glasgow.

More than 160 customer representatives attended the event, representing contract cleaners, distributors, facility managers, hospitals, hotels, government agencies, colleges and universities.

The exhibition area was organized into zones, highlighting JohnsonDiversey's expertise in kitchen hygiene, building care and floor care. We demonstrated the cleaning benefits, cost-savings and environmental benefits of our concentrated



cleaning products and expert dispensing and dosing systems. We helped customers understand how to reduce their use of energy and water, use chemicals properly, reduce waste and improve occupational safety. We explained the effects of innovative packaging in improving product results and reducing the environmental impact of their cleaning operations.

A fourth zone combined two areas of expertise particularly important to health care customers: our Jonmaster^{TM/MC} microfiber cleaning system and our products for on-premise laundry care. Both platforms are highly effective, environmentally preferred means for hospitals to address the so-called superbugs, methicillin-resistant *Staphylococcus aureus* (MRSA) and *Clostridium difficile* (C. diff.), that cause health care-acquired infections. More people die in the United Kingdom each year from health care-acquired infections than from traffic accidents. Across the world, JohnsonDiversey is helping health care providers attack the spread of these deadly germs, with proven products and expertise. Several independent studies have proven the efficacy of the Jonmaster microfiber system in trapping and removing bacteria from surfaces. Our Horizon[®] Light & Bright laundry line is the only low-temperature laundry offering proven to kill spores of some antibiotic-resistant bacteria.

To enable customers to continue to benefit from JohnsonDiversey's industry leadership in sustainability, the Scotland team established a Web site, sustainablyclean.co.uk.

Malaysia university students earn food safety certifications through JohnsonDiversey program

University Putra Malaysia in Kuala Lumpur has launched a collaboration with JohnsonDiversey to provide food hygiene and food safety training to the university's students. The collaboration also will include an internship program.

Under the collaboration agreement, the university and JohnsonDiversey will provide undergraduate programs that include HACCP (Hazard Analysis and Critical Control Point) training, instruction in safe food handling, kitchen hygiene instruction, and training for the food and beverage industry.

Training also will be available to the public, with professional certification through the Chartered Institute of Environmental Health.

JohnsonDiversey is providing funding and equipment to the university each year to support student scholarships and sponsorships and to provide cleaning and sanitation equipment.



Our certified food safety experts closely inspect every food handling operation and provide a comprehensive report on food safety risk factors as well as solutions to reduce those risks.

SafeKey® food safety and risk management program protects lives

Protecting lives is essential to our purpose as a company. One of the most significant ways we live that purpose is through our SafeKey® food safety and risk management program.

The SafeKey program helps customers achieve optimal safety at every stage of food handling, thereby reducing the risk of food-borne illnesses. Our unique risk-management process provides our customers the expertise they need to reduce the risk of food-borne illnesses.

Food is an integral part of our customers' operations — at retail stores, restaurants, hotels and food and beverage processing plants. They rely on us to help them protect their brands, and most importantly, to protect their customers.



Our certified food safety experts closely inspect every food handling operation and provide a comprehensive report on food safety risk factors as well as solutions to reduce those risks.

We offer customers four distinct programs to reduce their food safety risks:

- We train our customers' employees to comply with HACCP standards (Hazard Analysis and Critical Control Point). HACCP is the internationally recognized, science-based system to identify and reduce or eliminate food safety risks.
- We audit customer locations to evaluate the implementation of systematic food safety practices, evaluate compliance with food safety standards and recommend improvements.
- We audit our customers' suppliers to assure their compliance with food safety standards.
- We provide a respected third-party opinion on food safety matters for our customers' stakeholders.

For example:

- A major international convenience store operator asked us for help managing food safety practices.
- A multinational retailer relies on us to provide a respected third-party report to its stakeholders on food handling practices in its retail stores.
- Another international retailer calls on us to address food safety in the restaurants that are an integral part of its family-shopping environment.