

# A Cleaner, Healthier Future

2008 GLOBAL RESPONSIBILITY REPORT



“I’ve long admired the work of the Johnson companies after years of knowing Sam Johnson. It is encouraging to see JohnsonDiversey continue Sam’s legacy.”



L. Hunter Lovins  
President, Natural Capitalism Solutions

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ON OUR COVER:  
Helping San Juan Diego Middle School students learn about climate change is part of JohnsonDiversey’s involvement with the school through our Global Children’s Initiative and our commitment to Climate Savers.

# JohnsonDiversey's purpose is to protect lives, preserve the earth and transform our industry

We protect lives by producing superior products that make food, drink and facilities safer and more hygienic.



We preserve the earth for future generations by continually reducing the environmental impact of our products and operations for ourselves and our customers.

We transform our industry by developing unique and innovative solutions and by creating more sustainable enterprises that contribute to the well being of our communities.

## It is by living our purpose that we will deliver a cleaner, healthier future

In these clear, bold terms, we have defined why we exist as a company and what we expect of ourselves and our work.

Our purpose sets forth the specific manner in which we embrace the critical social, environmental and economic implications of sustainability.

Our purpose draws on our 123-year heritage of sustainability that spans five generations of the Johnson Family ownership. It is a heritage we cherish and honor by the actions we take to ensure it continues. Our leadership in sustainability has been recognized and valued by our customers, our employees and our communities. It has earned the respect of leaders and experts in sustainable business practices, including L. Hunter Lovins, an influential voice in sustainability and President of Natural Capitalism Solutions, an organization dedicated to helping restore and enhance natural and human capital while increasing prosperity and the quality of life for everyone.

"JohnsonDiversey is a company of integrity, clearly leading large companies in its industry through sustainability disciplines integrated with its entire business. The company's commitment to climate protection is outstanding, and its effort to continuously improve the sustainability profile of its products stands apart from the modest efforts of most companies."

Integrating sustainability throughout our entire business is the responsibility of our senior leaders and depends on the efforts of all our employees. We have established a framework of continuous improvement that focuses on aligning their efforts to live our purpose in six critically important areas: with our customers, with our partners, in our workforce, in our communities, throughout our operations, and in every aspect of our governance. This report details how we've done that.

**“JohnsonDiversey’s purpose defines who we are as a company and shapes our strategy in the marketplace.”**

**A message from Curt Johnson, Chairman**



Doing the right thing makes sound business sense. That simple idea has had a profound effect on the way we’ve run the Johnson family of businesses for more than 120 years. We’ve always known that strong values are not in conflict with a solid bottom line. Quite to the contrary, pursuing business with passion and a sense of purpose has been essential to our success for five generations.

As you will see throughout this report, we continue to be inspired and challenged by our heritage, particularly our long-established statement of values, *This We Believe*, even as we define new paths toward leadership in sustainable facility care.

In 2008, we defined our purpose in specific terms: Our purpose is to protect lives, preserve the earth and transform our industry. We chose those terms with care, knowing that the high aspirations they express will inspire us and challenge us. Publicly declaring our purpose aligns our actions with our commitment to help our customers, partners, employees and communities create a cleaner, healthier future for all of us. It enables our stakeholders to hold us accountable for the privilege and responsibility we bear as a leader in sustainable business practices.

JohnsonDiversey’s purpose defines who we are as a company and shapes our strategy in the marketplace. Our superior products and expert consulting services help our customers maintain hygienic facilities and thereby protect lives. Our commitment to preserve the earth is evident in our vigilance toward continuously improving environmental stewardship in our own operations, and in helping our partners and customers become more sustainable as well. And it is through our leadership — in products, services and expertise to protect people and preserve the planet — that we will transform our industry.

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

**S. Curtis Johnson**  
Chairman



**“JohnsonDiversey stands strong, bolstered by a long heritage of responsible business practices.”**

**A message from Ed Lonergan, President and CEO**

I am pleased to report that even in this time of upheaval and uncertainty in the global economy, JohnsonDiversey stands strong, bolstered by a long heritage of responsible business practices, a clearly defined sense of purpose and a strategy to deliver that purpose in the global marketplace.

We are not immune to the market forces that have rocked companies of every size in every industry, and we know the global economy remains uncertain. Yet we see promising days ahead as we work closely with our customers to provide leading products and solutions. In fact, the principles of sustainable business development are helping us to navigate these choppy economic waters.

In 2008, we made substantial strides in integrating sustainable practices into our operations. Some highlights of the year include:

- Our acceptance into the World Wildlife Fund’s Climate Savers initiative, the most rigorous worldwide program to reduce greenhouse gas emissions.
- Product innovations that are helping our customers save water, reduce their energy consumption, improve the productivity of their workforce, and reduce their costs.

- Our partnership with the U.S. Environmental Protection Agency to encourage manufacturers to formulate environmentally preferable cleaners and detergents that protect aquatic life.
- Continued expansion of our Global Children’s Initiative, helping to create a cleaner, healthier future for the children in schools we have adopted around the world.
- Implementation of training and continuous improvement processes to drive down on-the-job accidents and injuries, achieving the fewest number of incidents in our history.

Our leadership team is dedicated to integrating our sustainable management practices throughout our entire business, and to helping our employees align their work with our company’s purpose. Throughout this report, we account for our progress toward living out our purpose as a company.

We welcome your feedback.

**Ed Lonergan**  
President and CEO