

Customers

25 > Diversey products and services help Accor meet its sustainability commitments

- 26 > Global food retailer hails Diversey's help in report to investors
- 27 > Global facility services provider turns to Diversey for help in sustainability
- 28 > Healthy, High Performance Cleaning helps school protect student health, win EPA air quality award
- 29 > Diversey helps customers stem the spread of pandemic flu
- 30 > New packaging calculator helps customers assess environmental impacts
- 31 > Diversey begins carbon footprint analysis on product lines
- 32 > Innovations protect workers, save water and energy and reduce operating costs
- 36 > AquaCheckSM saves customers money and protects a precious natural resource
- 38 > Diversey helps German brewer reduce costs and water usage while increasing production capacity
- 39 > Diversey helps European processed meat producer improve sanitation following a salmonella outbreak
- 40 > Laundry innovations use 43 percent less energy, 45 percent less water, improve productivity 33 percent



We help our customers reduce the environmental and operational impact of their businesses. Our expertise and superior solutions help customers save water, lower energy consumption and reduce labor costs while making their facilities safer, cleaner and more hygienic.



Accor has trusted Diversey with providing housekeeping and warewashing products that deliver superior cleaning results with minimal impact on the environment. Pictured: Accor's Mercure Paris Arc de Triomphe Wagram hotel in France.



Diversey's products and services help Accor meet its sustainability commitments

Our expertise in sustainable business practices, combined with superior products and services, draw customers to partner with us to improve their own sustainability profile.

When one of the world's preeminent hotel groups set aggressive goals to improve its own sustainability practices, it selected Diversey to help meet those goals. With more than 4,000 hotels worldwide, Accor Hospitality Group is implementing a program designed by Diversey that helps the hotelier meet the 65 objectives of its Environmental Charter, which includes Accor's Earth Guest policy to improve the well-being of people and the planet.

Accor's 15 lodging brands span the entire class of hotel spaces, from luxury to economy, with more than half a million guest rooms. Accor has trusted Diversey with providing housekeeping and warewashing products that deliver superior cleaning results at minimal impact on the environment and improved profitability for the hotels.

"Diversey has a long-term commitment to sustainability," said Serge Charles, director of linen and hotel services, global procurement, Accor.

"They proposed solutions that satisfy both our sustainability and hygiene requirements. Working with suppliers that can deliver environmentally sustainable solutions is not a 'plus' for Accor, it is a requirement."

Diversey delivered a mix of products and services to support all Accor hotels worldwide. Among the innovations helping Accor meet its environmental commitments and improve its operational profile are:

- Diversey's innovative, wall mounted Revoflow® dispensing system, for kitchens and on-premise laundries, utilizes light weight, easy to handle containers that are off the floor, helping to ensure a safe and clean workspace. The Revoflow patented cap automatically doses the right mix and quantity of highly concentrated powder and liquid to meet the individual cleaning specifications of each customer.

"Diversey has a long-term commitment to sustainability. They proposed solutions that satisfy both our sustainability and hygiene requirements. Working with suppliers that can deliver environmentally sustainable solutions is not a 'plus' for Accor, it is a requirement."

→ Diversey products and services help Accor: continued

- Divermite™ brand packaging and dispensing systems for the housekeeping departments ensure the correct mix of products, with as much as 97 percent less plastic waste per liter of solution compared to conventional, ready-to-use packaging.
- SoftCare® brand foam soap in hotel restrooms deliver superior hand-washing results with two times less plastic waste than the product it replaced.
- Up to half of the cleaning chemicals Accor purchases from Diversey are certified as environmentally responsible products. For example, our Pur-Eco™ line is certified by either or both of the independent green product certification organizations in Europe, the European Union Ecolabel system and Nordic Swan.



Accor's Pullman Bordeaux Aquitania hotel in France.

Global food retailer hails Diversey's help in report to investors

Helping our customers protect their customers' health is at the heart of what Diversey does. Our SafeKey™ food safety and risk management program is one of the most significant ways we do that.

Delhaize Group, a €19 billion international food retailer with nearly 2,700 stores in six countries, came to us for an independent audit of its food safety programs in all its operations. Using our Hygienometrics Matrix, a unique benchmarking tool, we helped Delhaize identify its considerable strengths as well as areas for improvement.

The value Delhaize placed on our partnership with them became evident in the company's own Global Responsibility Report. Under the title "Developing Best-in-Class Food Safety Standards," Delhaize called out their work with us by name.

"An independent assessment of our operating companies' food safety programs has found that, as a group, we generally score above the supermarket industry average in a number of important metrics," the report stated. "It also allows making further improvements across our operations. Carried out by Diversey Consulting, in line with our commitment last year, the study benchmarked our companies' food safety programs against industry norms."

Through the SafeKey program, we partner with customers to engage in a risk-management process that helps achieve optimal safety at every stage of food handling, thereby reducing the risk of food-borne illnesses.

Diversey helps U.S. grocery store chain open its first LEED-certified store

When a Midwestern United States grocery chain wanted to open its first LEED-certified grocery store, the employee-owned chain turned to Diversey for help preparing the facility to meet the U.S. Green Building Council's requirements for Leadership in Energy and Environmental Design. We shared our expertise in sustainability and LEED to help the chain select the right cleaning products. The grocer not only opened a LEED-certified store, it implemented the Diversey cleaning system, the only one of its kind certified by the Greenguard Environmental Institute.



Powerful partnerships: global facility services provider turns to Diversey for help in sustainability

When a global cleaning services company needed to effectively serve its growing global customer base, it expanded its partnership with Diversey to ensure it had the right products and services to meet its needs. And, when the customer began an aggressive program to enhance its own sustainability profile, it sought our help in achieving specific improvements.

The company recognizes our thought leadership in sustainability across every aspect of its business. The customer not only values Diversey's portfolio of chemicals, equipment and tools that offer environmental and operational improvements, but also its expertise in identifying ways to make cleaning operations more sustainable.

The result is a multi-year strategic partnership to help the customer deliver superior cleaning results for its customers, improve worker safety, reduce waste and increase profitability.

The customer is relying on the advantages of Diversey's cleaning and hygiene portfolio, including:

- Our Pur-Eco™ line and an array of other chemicals certified by the European Union Ecolabel system, Nordic Swan and/or Greenguard, the world's independent green-cleaning certification organizations.
- Innovative dispensing and dosing solutions such as J-Flex™ and J-Fit™ that protect workers and the environment from spills, reduce chemical waste and ensure maximum product efficacy.
- TASKI® floor care machines deliver superior floor cleaning results using less energy and water than competitors' machines and help reduce floor care time, improving worker efficiency.
- Floor finishes with lower odors and finishing systems that reduce the time and worker strain associated with traditional floor finish applicators.

In addition, Diversey is helping the customer operate more efficiently with programs and consulting services to make it easier and more cost-effective to deliver cleaning operations at a high standard:

- Our award-winning Web-linked JonmasterSM Auditing System, which links our robust microfiber cleaning system with a Web-accessible quality assurance program that enables managers to instantly audit cleaning progress and performance anywhere in the world. The Web-based iMapSM system delivers operational efficiencies that improve cleaning productivity, reduce operating costs and increase profitability. And our microfiber cloths and pads provide superior cleaning results while significantly reducing particulates in the air, and reducing the threat of cross-contamination across cleaning products or surfaces.
- Connexion™ is the only procurement system designed specifically for our industry. It's a powerful tool that helps this customer standardize procurement of all cleaning and hygiene products. It helps businesses optimize the supply chain at multiple sites, manage inventory and enforce spending checks and balances.

We've also agreed to collaborate with the customer to optimize our offering in the sectors it serves, so it can reduce labor, chemical and purchasing costs. We're helping them reduce their use of chemicals, energy and water and improve their waste management as a means of lightening their overall environmental footprint.

This is another example of how Diversey provides value to our customers while serving a higher purpose of improving their sustainability in every respect, helping to deliver on our promise of a cleaner, healthier future.

Healthy, High Performance Cleaning helps schools protect student health, win EPA air quality award

“The entire Keller District remained open during the H1N1 crisis.”

> FRANK DINELLA,
KISD OPERATIONS DIRECTOR

Schools can't do an effective job of teaching if students aren't at their desks due to illness. That's why Diversey works with schools around the world to contribute to a cleaner, healthier future — and perhaps a smarter one as well. Three of Diversey's customers were among only five school districts honored by the U.S. Environmental Protection Agency (EPA) in 2009 with a prestigious national award for good indoor air quality: Keller Independent School District (KISD) in Keller, Texas; Kenosha Unified School District in Kenosha, Wis.; and Westport Public Schools in Westport, Conn. KISD provides an excellent case in point.

When schools across the United States were closing for days or weeks at a stretch in an effort to stem the spread of pandemic H1N1 flu, every school in the Keller district stayed open. The district attributed that to a systematic program to maintain cleanliness and indoor air quality (IAQ). KISD has partnered with Diversey for the past four years to combine the most effective cleaning chemicals with our specialized Healthy High Performance Cleaning (HHPC) program. HHPC delivers Diversey's expertise in cleaning for health, safety and the environment through a powerful combination of procedures and best practices.

The district uses our Alpha-HP® Multi-Surface Cleaner for 90 percent of its cleaning — floors, glass, hard surfaces and carpets. Alpha-HP is a proprietary formulation of accelerated hydrogen peroxide (AHP) technology to deliver effective cleaning with an excellent environmental profile, since the active ingredient, hydrogen peroxide, biodegrades into oxygen and water.

AHP products have no strong odors and do not contain volatile organic compounds. Those attributes, along with our HHPC cleaning program, help contribute to better IAQ in facilities cleaned in this manner.

“The entire Keller District remained open during the H1N1 crisis,” said KISD Operations Director Frank DiNella. “Our partnership with Diversey not only helped us improve our cleaning program, it was instrumental in helping us improve our indoor air quality and ultimately win an award from the U.S. Environmental Protection Agency.”

The U.S. EPA's Indoor Air Quality Tools for Schools National Excellence Award recognizes “school districts that have demonstrated a strong commitment to improving children's health by promoting good indoor air quality practices,” according to the U.S. EPA.

The district implemented its green cleaning program as one of several initiatives that challenged the district's functional offices, such as operations and finance, to improve their contributions to student achievement. The green cleaning program, along with other steps such as removing carpeting from classrooms, was an effort by the operations team to help combat student absences related to asthma and allergies — which had been shown to be responsible for half of all student absences.

The district implemented a program to actively monitor IAQ in every school, including the use of handheld monitors that test IAQ in each classroom. Additionally, any time a student or teacher is reported sick, the cleaning teams inspect the classrooms and increase cleaning in order to help combat the spread of illness.

The Keller Independent School District is one of the largest school districts in the Dallas-Fort Worth metropolitan area, with 36 campuses and more than 30,000 students from four-year-old kindergarten through 12th grade.





Diversey helps customers stem the spread of pandemic flu

Good cleaning and disinfection practices are the first line of defense in ensuring the health and safety of our customers' guests and workers. But when a global pandemic flu emerged last year, Diversey ramped up our efforts, providing products and expertise to help stem the spread of illness.

At the first signs that the H1N1 flu virus was spreading, we ramped up production of our proprietary disinfection products and provided expert counsel to customers around the world.

Production of key technologies increased by 50 percent or more at Diversey manufacturing plants around the world to ensure ample supplies to meet customer needs. Among our key products:

- Our line of accelerated hydrogen peroxide cleaner-disinfectants kills viruses in one minute. Conventional products in the industry require a 10-minute surface application time to provide effective disinfection. The short contact time Diversey's products require improves the likelihood that viruses will be killed. That gives our customers — and their customers — greater confidence that they're doing all they can to stop the spread of viruses. Our products also give off fewer odors and have a better environmental profile than conventional disinfectants.
- Our full line of quarternary disinfectants, cleaners and sanitizers, as well as cleaning machines, microfiber cloths and other tools, make facility cleaning and disinfection more effective and easier — with less impact on the environment and indoor air quality than conventional cleaners, disinfectants and sanitizers.
- Our hand care line provides customers and their guests a first line of defense against the spread of viruses.
- We bolstered our popular Bug Blasters program in Europe, the Middle East and Africa, providing schools with a "Clean is Cool" program to help youngsters understand the importance of good hand hygiene in stopping the spread of flu germs.

To ensure that our customers had access to the best information, we launched OutbreakControl.com, a site that provides information and advice from our experts in infection control for every market sector we serve.

At the start of the outbreak, we mobilized our sales teams and provided training to ensure that we were effective partners with our customers in combating the spread of the illness.

To ensure that our customers had access to the best information, we launched OutbreakControl.com, a site that gathered information and advice from our experts in infection control for every market sector we serve. With material in 17 languages, OutbreakControl.com is a comprehensive, ongoing source of information, helping customers employ best practices in cleaning and sanitation.

In addition to comprehensive material about H1N1 flu, the site provides information about other types of illness likely to spread in communities, such as Methicillin-resistant *Staphylococcus aureus* (MRSA) and Noroviruses. The site provides easy-to-follow protocols for averting an outbreak and for responding quickly and effectively if an outbreak does occur.

OutbreakControl.com provides customers, employees and the general public with infection control resources and information in 17 languages.



New packaging calculator helps customers assess environmental impacts

Diversey has delivered another innovation in operational and environmental management for customers. We use life cycle analysis (LCA) to fully understand the environmental profile of our products — and now we are applying that expertise to help customers.

Diversey's new environmental packaging calculator helps customers quantify the environmental benefits they achieve from our innovative packaging, our dispensing and dosing expertise, and our superior product formulations that require less water and energy use at the customer site. The calculator delivers side-by-side comparisons of similar cleaning and hygiene products in different packaging allowing customers to make informed choices in cleaning products so that they can better manage their operations and reduce their environmental footprint.

In an analysis we conducted for a major global retailer, we demonstrated compelling opportunities to reduce waste management costs and improve the customer's environmental profile by choosing cleaning and hygiene products in environmentally preferred packaging. In one year, Diversey's innovative packaging could help the retailer deliver:

- 33 percent reduction in total packaging waste;
- 48 percent reduction in greenhouse gas emissions related to materials and shipping.



The calculator can be configured to analyze multiple factors, including plastic and cardboard consumption, carbon dioxide emissions related to the delivery of the product to the customer, and water and energy savings derived from using more effective products.

The tool also helps customers meet their own sustainability and compliance objectives. Eco-accreditation programs such as Nordic Swan and the European Union Ecolabel system for hotels require participants to document their total use of plastic and cardboard packaging — a process we've just made simpler for our customers.

The packaging calculator is one way we use Diversey's expertise in improving our own operations to help customers do likewise. We use LCA tools to evaluate all environmental impact categories related to our chemical raw materials, packaging materials, manufacturing, shipping, and warehouse operations as well as customers' use and disposal of the product and its packaging. LCA also helps us shape our decisions about sourcing, manufacturing, warehousing and logistics operations. The LCA models build in environmental key performance indicators, such as energy and net water consumption, as well as raw material impact data from every area of our manufacturing operations. We assess factors such as raw material and packaging costs, supply availability, warehousing and transportation costs and the timing and location of shipments. Collectively, the data gives us a clear analysis of where we're doing well and where we can give continue to improve our operations.

In a typical case, the data revealed opportunities to reconfigure our product packaging to:

- increase pallet cube efficiency;
- improve our transportation efficiency;
- reduce the environmental impact of the shipments;
- conserve customers' storage space;
- reduce customers' unloading time by delivering fewer shipments per year for the same amount of product.



At Diversey, environmental stewardship is not fad, it's our legacy — and it's something we owe to ourselves, our customers and our communities.



Diversey begins carbon footprint analysis on product lines

At Diversey, environmental stewardship is not fad, it's a legacy. We carry on that legacy in our ongoing improvements and in our work with customers to understand and reduce our collective impact on the environment. Through the public Climate Savers covenant we signed, we agreed not only to reduce our own emission of greenhouse gases (GHG), but to be a catalyst toward change in the broader business community.

That's why we've launched an effort to document the GHG footprint of our entire product portfolio.

Diversey Chairman Curt Johnson announced the commitment at the WWF U.S. CEO Roundtable that was held during the 2009 United Nations Framework Convention of Climate Change COP15 negotiations.

"We are going to blaze a trail that we expect others will follow in time," Johnson said. "By taking the important step of carbon footprinting, we're sending a clear message to our industry and our suppliers that the environmental impact of producing our products is an essential component of how we do business."

Documenting the carbon footprint of our portfolio is a crucial step toward setting targets for improvement. In cooperation with the World Resources Institute and the World Business Council for Sustainable Development, we have begun an in-depth examination of the carbon footprint of our products from raw material sourcing through end-user disposal. We also are developing tools

that will enable our technical staff to document the footprint of all our products. We'll start with tools for two product categories as a first step to a full portfolio footprint.

We are also collaborating with strategic customers to assess the total footprint of products they purchase from us. It's a step we've already taken with a major global restaurant chain. We conducted a rigorous assessment of every product we supply to that customer, starting with the raw material sourcing from mining, forestry, petroleum extraction and agricultural practices and ending with the delivery of our products to the warehouses that serve the customer.

We expect the continued process of evaluating the "cradle to grave" impact of our product portfolio will drive improvements in the supply chain as well as opening doors to innovation. It's a challenge that befits our heritage and our promise of a cleaner, healthier future for the world.

"By taking the important step of carbon footprinting, we're sending a clear message to our industry and our suppliers that the environmental impact of producing our products is an essential component of how we do business."

> CURT JOHNSON, DIVERSEY CHAIRMAN

Innovations protect workers, save water and energy while reducing operating costs

Diversey is committed to helping its customers operate more sustainably by offering products and solutions that save water, energy and reduce waste without sacrificing superior cleaning results. Our innovations in product packaging, floor care equipment, dispensing and dosing are just some examples of how we are doing that.

TASKI® swingo floor care machines deliver more efficient cleaning while using less water

Maintaining clean, hygienic facilities begins with proper floor care. Hygiene standards in floor cleaning are increasing in many businesses while professional trends are making greater use of mechanical tools to perform tasks more efficiently at lower cost. TASKI floor care machines expertly deliver on these needs and many of them also reduce water consumption versus manual cleaning methods.

Two examples are the TASKI® swingo 350™ and the TASKI® swingo 150™. The swingo 350 is a battery powered scrubber/drier designed to clean congested areas such as restaurant floors, washrooms and other narrow hallway areas using 60 percent less water than manual cleaning. It achieves all of this through efficient use of the latest electrical and electronic components that keep power consumption to a minimum.

The swingo 150 is one of the world's smallest autoscrubbers, enabling it to reach under obstacles, clean along walls and in corners more efficiently than a typical mop-and-bucket application. The result is better cleaning performance, faster drying time and higher hygiene levels.

TASKI is among the few floor care brands to offer a full line of certified floor care equipment that meet green cleaning qualifications set by the ISO 14001/14004 standard, the European Union Ecolabel system, The U.S. Green Building Council, Green Seal, the U.S. Carpet, Rug Institute and the International Association for Soaps, Detergents

and Maintenance Products (AISE). TASKI also delivers customers a line of eight products that are accepted on the U.K.'s Water Technology List (WTL). Under the WTL program, customers are able to write off the whole cost of their investment in TASKI machines against their taxable profits during the period in which they make the investment.

Our customers recognize the benefits of TASKI floor care machines and the substantial savings they can generate in both operational and environmental costs. For example, a European retailing powerhouse and global business services contractor turned to Diversey's TASKI floor care line to reduce the energy cost and carbon footprint of their store cleaning operations. The retailer found TASKI's new battery technology provided faster charging time and lasted up to twice as long while consuming 15 percent less electricity than conventional batteries.



TASKI swingo 150 by Diversey



TASKI swingo 350 by Diversey



SmartDose™/MC provides a simpler, safer smarter solution for dosing concentrated cleaning products while reducing costs and waste

Helping our customers eliminate errors or rework and reducing the time spent training staff is an important expectation of our customers. Diversey delivers on this need with SmartDose™/MC, a portable dosing system that simplifies the process of mixing concentrated products. The SmartDose system reduces operating costs by ensuring the right amount of concentrate is dosed for the required application. This helps customers reduce waste, and operate a more sustainable business.

The SmartDose dispenser eliminates the risk of dosing errors because it automatically calculates precise amounts of concentrated cleaning products to ensure accurate dilution for bottle, bucket, toilet scrubber and sink applications. Easy to use, the maintenance-free system includes simple icons, requiring minimal training. The portable system does not require

installation or a water connection and includes a leak and drip resistant spout that protects workers from exposure to concentrated chemicals.

The system's yellow control knob provides clear choices for selecting the desired dosing option. After making the selection, users pull up on the knob and then push it back down to dispense the concentrate into the appropriate container. The SmartPump automatically calculates the precise dose for the container to ensure consistent product performance, consumption and cost control. Ready to use out of the box, the SmartDose system is made out of 25 percent post consumer content, is 100 percent recyclable, and empties completely, eliminating the need to rinse the container after use.



Warewashing innovation wins packaging award

Diversey's Suma® Optifill™/MC cleaning system for manual warewashing won a prestigious Ameristar Packaging Award.

The awards are presented each year by the Institute of Packaging Professionals to recognize achievements across six areas: innovation, sustainability, economics, product protection, package performance and marketing.

The Optifill system offers customers advantages over traditional wall-mounted dispensing systems.

- It is ready to use out of the box — no complicated installation or training required.
- A compact, 2.5 liter Optifill package generates 1,600 gallons of usable solution — which cuts down on packaging, transportation and storage costs.
- The Optifill system uses volumetric technology to dispense a precise dose of sanitizer or detergent for each use — eliminating waste, residue and worries about inadequate cleaning.

- The system is maintenance-free, and 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. It also pumps out 99.9 percent of the product, leaving virtually no waste.
- Optifill packaging is manufactured from 25 percent post-consumer recycled materials, and is fully recyclable.
- The package is tamper-proof, and its seal prevents accidental spillage or misuse.

The Ameristar judges said they gave the award because Optifill is “very green,” uses concentrated chemicals and prevents overuse of chemicals.

The Diversey Optifill team (from left to right): Curt Hubmann, Justin Nunez, David Hall, Steve Schiller, Susan Lewis, Mike Bertucci and Chris Lang.



The TrailBlazer™/MC and ProSpeed™/MC finish applicator systems deliver outstanding results while requiring significantly less user effort and reducing wasted water and chemical

Our customers know that well-maintained floors are an important sign of a facility where employees and visitors can expect high standards of service and cleanliness. Our customers asked for a more efficient, sustainable way to finish floors.

That's why we created the TrailBlazer™/MC system for large areas generally over 2,000 sq ft and the ProSpeed™/MC system for smaller areas generally under 2,000 sq ft.

The Trailblazer and ProSpeed systems deliver consistent results, improve worker productivity, virtually eliminate product and water waste and contribute to improved indoor air quality.

With the TrailBlazer system, workers can apply floor finish up to nine times faster than with a conventional mop and bucket system. It applies finish at a rate of up to 300 square feet per minute and delivers consistent, top quality finishing regardless of the worker's walking speed.

Diversey's Trailblazer system offers significant advantages over conventional floor finish applicators:

- The system's minimal setup and cleanup enables workers to move on to other jobs quickly, improving productivity.
- It delivers a consistent, high quality finish regardless of the worker's walking speed or other actions.
- The TrailBlazer system applies finish directly from Diversey's Bag-in-Box sealed packaging. That saves money on finish, because there is no waste left in the bucket, and it saves money on water because there is no need to rinse out the mop and bucket.
- It requires no special skills, minimal training and greatly reduces user effort versus a mop and bucket or flatmop.

The TrailBlazer system helps protect workers and enhances productivity and safety. Its design is rooted in our deep understanding of ergonomics—how tools and work processes can be crafted to deliver the maximum results with the least strain on workers' bodies and the least risk of worker injury.

Protecting staff from injuries is critical in the cleaning industry. Back injuries are the third most common reason employees miss work, after missed days of work due to colds and flu, according to statistics from the U.S. Bureau of Labor Statistics. And 34 percent of all injuries that result in lost work days are associated with poor ergonomics.



TrailBlazer Floor Finish Applicator System



Since labor costs are up to 90 percent of an organizations' cleaning budget, helping our customers protect their cleaning staff is one way Diversey is helping our customers protect their bottom line.

Compared to conventional mop and bucket applications, the Trailblazer system uses:*

- 51% less shoulder effort;
- 52% less upper back effort;
- 70% less lower back effort.

And compared to flat mops, the results are even greater:

- 65% less shoulder effort;
- 62% less upper back effort;
- 76% less lower back effort.

Since labor costs are roughly 90 percent of an organizations' cleaning budget, TrailBlazer and ProSpeed can have a significant impact on helping our customers protect their bottom line.

Diversey's ProSpeed™ system offers high quality, cost effective floor finishing results with reduced environmental impact, better indoor air quality and allows workers to finish floors up to 3 times faster than conventional methods.

The ProSpeed system pairs a closed bag-in-box finish package with an ergonomically designed applicator and disposable pads. It uses only the amount of floor finish needed for the job and stores "as is" until the next time it is needed. That eliminates the waste associated with conventional systems, which require a worker to guess how much finish is needed — resulting in a reduction of finish waste by up to 95 percent. And since

ProSpeed does not require any water for clean up, water waste is eliminated.

The ProSpeed system is easy to set up and easy to use, with the packaging and dispensing fully integrated in the tool to reduce the risk of worker injury associated with moving bulky packaging or using backpack dispenser.

Workers who switch to the ergonomic ProSpeed system from mop-and-bucket applications will use:*

- 35% less shoulder effort;
- 23% less upper back effort;
- 40% less lower back effort.

Compared to flat mop systems, the ProSpeed applicator requires:

- 54% less shoulder effort;
- 40% less upper back effort;
- 49% less lower back effort.

As the leading global experts in commercial floor care, and leaders in sustainable building care, Diversey consistently delivers innovations like TrailBlazer and ProSpeed that make our customers' facilities look better with less impact on the user, the bottom line and on the environment.

ProSpeed System



*Irwin, Curt Ph.D. and Conner, Craig M.S. (2008). "Physiological impact of floor finish application methods"

AquaCheckSM saves customers money and protects a precious natural resource



Helping our customers make their businesses more sustainable lies at the heart of Diversey's commitment to a cleaner, healthier future. Food and beverage processors around the world turn to Diversey and our AquaCheckSM system to help them maintain superior cleaning and operational results while using less water and energy.

One of the world's largest beverage bottlers turned to Diversey to evaluate its water use in plants around the world. We conducted AquaCheck audits at several locations worldwide, representing the mix of geographical and product influences that affect the bottler's water use for different products and processes. Cold aseptic filling, glass bottle filling and plastic soft drink bottle filling, for instance, are different processes with different demands in the bottling plants.

Our AquaCheck audit identified more than \$7 million in savings opportunities, and the potential to conserve nearly 1.8 billion liters of water — savings for the planet and savings for the bottler's operational costs.

The customer has begun implementing the changes we recommended and continues to reference AquaCheck as a preferred tool for water use efficiency improvements. Our leadership in sustainability is helping this major global player improve its own sustainability profile.

Results were equally impressive when we brought the AquaCheck system to one of the largest bottling plant in South America. The 15-line packing plant leads the industry in water management practices. Our customer challenged Diversey to improve its water use even further. We delivered results that would reduce water use in this benchmark facility by more than 14 percent. We also delivered operational cost savings three times greater than what the customer set as our target.

We did it with a two-tiered solution. First, we recommended steps to reduce water use by 154 million liters per year through more effective clean-in-place systems and improvements in bottle washing.

CUSTOMERS SAVED
2.12
BILLION LITERS
OF WATER IN 2009

Dairies throughout Europe rely on Diversey for cleaning and sanitation products and expertise that help save water and energy.





We worked with a \$12 billion dairy producer's processing plant to reduce its water consumption by one-third.

Then, we addressed the wastewater discharge costs at the plant, and identified ways to save another 151 million liters of water by reducing wastewater discharge, treating it and reusing the water for operations that do not involve product contact.

Delivering bottom-line savings that protect the environment is what customers have come to expect from Diversey. It is why a major dairy producer in Europe turned to us after several other audits and products from other suppliers had delivered only marginal improvements in water use.

Dairies throughout Europe have relied on Diversey for cleaning and sanitation products and expertise for many years. Our multi-year, sole supplier contract with a more than \$10 billion dairy food producer was just the start of our partnership. We worked with one of their processing plants to drastically reduce its water consumption.

The plant manager was looking for a solution that would help the plant protect food safety, minimize

down time, provide cost savings and meet ISO 14001 environmental management goals. The further challenge: the plant uses water-based heating and cooling processes to maintain safe food handling temperatures while it produces a wide array of products — often in short batches — which requires frequent line cleaning.

Diversey met the challenge. Our AquaCheck audit identified ways to reduce the plant's water use by one-third — saving 3 million liters of water per year and substantially reducing the plant's costs to pump in clean water and treat wastewater.

Better yet, several of the changes we recommended also reduced the plant's energy costs for heating water and reduced the total chemical use at the plant.

All told, Diversey helped our customers save 2.12 billion liters of water in 2009.

Diversey helps German brewer reduce costs and water usage while increasing production capacity

Reduced water consumption by:

30%

Reduced spending on chemicals by:

24%

When a German beer brewer needed to lower its water consumption, improve efficiency and reduce costs at an aging manufacturing facility, turned to Diversey. Our extensive work with the brewer found numerous opportunities to optimize its operations at the plant, ultimately enabling it to increase its production capacity by 20 percent while using less water and chemicals.

Diversey's first step was to review and improve the brewing facility's cleaning in place (CIP) program. Then, using Diversey's AlkaCheck program, we evaluated chemical use and found ways to accomplish better cleaning and sanitation with fewer products. This also led to new cleaning procedures and the installation of new monitoring equipment, which more accurately informed plant staff when cleaning was necessary. Diversey also recommended the installation of a new, waterless lubricant on bottling machinery, which changed track lubrication from wet to dry, further reducing maintenance requirements and saving substantial water.

Results of Diversey's work with this customer delivered both operational efficiency and sustainability benefits. The brewer's total spending on chemicals was reduced by 46 percent and total water expense was reduced by 24 percent. More importantly, overall water consumption for the plant dropped by 30 percent, while the improved cleaning systems and procedures helped the customer achieve increased production.





Diversey helps European processed meat producer improve sanitation following a salmonella outbreak

Customers rely on Diversey's expertise in cleaning and sanitation to reduce the risk of food-borne contamination that threatens public health and the reputation of their brands. When a European meat processor experienced Salmonella contamination in one of its facilities, it turned to Diversey to identify improvements to its cleaning and hygiene process and to develop a new program to reduce risk of future contamination. The results of Diversey's work not only improved the microbiological profile of this manufacturing facility, but it also helped the customer reduce its water consumption and save money.

Working closely with plant employees, we first conducted our SecureCheck assessment, including a deep analysis of the company's cleaning and sanitation procedures. The results identified several deficiencies in training of the facility's cleaning crew and specific areas of the plant where cleaning procedures were inadequate.

Following the audit and training review, Diversey partnered with the customer to put in place a completely redesigned training program, featuring new cleaning procedures. A small cleaning in place (CIP) system was installed for areas found to require cleaning and sanitation on a more frequent basis.

The results of this partnership addressed the source of the salmonella and overall microbiological results improved significantly. The CIP system and new employee training enabled the processor to reduce its spending on chemicals by 10 percent, saving €16,000. The new processes also reduced water consumption at the facility by 15 percent due to the more efficient processes Diversey was able to develop.



Reduced spending
on chemicals by:

10%

Saving:

€16,000

Reduced water
consumption by:

15%

Saving:

€35,000

Laundry innovations use 43 percent less energy, 45 percent less water, improve productivity 33 percent

Our revolutionary **CLAX® HELP** program delivers cleaner, whiter linens on the first wash with less wear on the fabrics.



Diversey's laundry care customers trust us to deliver consistent, superior cleaning results that help protect their brands and serve their customers—with less cost and less waste.

That's why premier customers around the globe are turning to us to improve their laundry operations. For example, our CLAX® High Efficiency Laundry Program (HELP) is helping an Asia Pacific hotel group deliver superior linen cleaning for their luxury accommodations.

Our revolutionary CLAX HELP program delivers cleaner, whiter linens on the first wash with less wear on the fabrics. CLAX HELP is a total fabric care solution, pairing power washing technology with precision dosing, formulated to deliver excellent results at low water temperatures.

The cleaning results we deliver with the CLAX HELP program have been validated through studies that conform to the international standards of the Drycleaning and Laundry Institute International (formerly the International Fabricare Institute and the German-based WFK Cleaning Technology Research Institute). Those tests prove that innovative CLAX HELP program delivers:

- 95 percent soil removal, in tests conducted by the independent Netherlands Organization for Applied Scientific Research (Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek or TNO);
- good whiteness, with average scores of more than 102 percent based on CIE standards (the International Commission on Illumination or Commission internationale de l'éclairage);
- rewash rates below 5 percent for room and bath linens and below 8 percent for food service laundry.

The CLAX HELP program enables on-premise laundries to improve their operating costs, improve worker productivity and save on water, energy and wastewater treatment. When comparing conventional products against CLAX HELP to launder linens from several 600-room, five-star hotels, CLAX HELP:

- saved up to 43 percent on energy and extended linen life by 40 percent due to lower temperature washing;
- cut water consumption up to 45 percent and reduced effluent by as much as 43 percent by demanding fewer rinse cycles;
- and, improved worker productivity up to 33 percent due to shorter wash processes.

In a year's time, customers with similar operational profiles could implement the CLAX HELP program to achieve impressive results for the environment and for their public profile:

- up to 15 million liters of water saved, and diverted from effluent treatment;
- as much as 12,000 kilowatt hours of energy saved;
- up to 45 metric tons of carbon dioxide emissions eliminated.

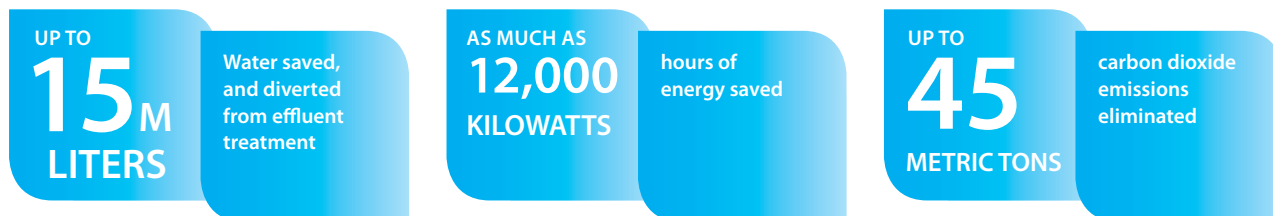
The CLAX HELP program gives customers a detailed, side-by-side comparison between Diversey's CLAX line and conventional laundry processes. Using data from a customer's specific operations, Diversey consults with customers to tailor a product portfolio that delivers superior cleaning and operational results. With CLAX HELP documents, we document the water and energy savings and productivity improvements the Diversey lineup can deliver.

With the CLAX HELP program Diversey helped the largest and most advanced hospital complex in Latin America operate more sustainably.



CLAX® High Efficiency Laundry Program (HELP) achieved impressive numbers in 1 year's time

Compared to conventional products, CLAX HELP showed strong results:



A large hospital in Brazil, treating about 1.5 million patients each year in more than 40 medical specialties, generates about 500 tons of linen per month. The hospital realized that its inefficient laundry operations accounted for huge consumption of water, energy and labor — and associated high costs.

Diversey bid against several global, regional and local competitors. It was our dedication to leadership in sustainability that won the business: our tender met the high technical specifications the hospital set and delivered better environmental and cost savings than our competitors.

Working with Diversey's superior products and our expertise in dispensing, dosing and laundry processes, calculations indicate the hospital should realize:

- a 15 percent reduction on total costs;
- water and energy savings of about 30 percent;
- 40 percent gains in productivity and improved operating profitability;
- and, increased control of the laundry processes and management through the CLAX HELP and CLAX monitoring systems.

Streamlined bottle designs reduce waste, save customers money

In Japan, we changed our bottle designs to make them easier for customers to use, reduce their environmental impact and provide cost savings and production efficiency. We reduced the bottle sizes and types from 16 to just four.

The new bottles:

- use 35 percent less plastic than their predecessors and weigh 12 percent less, yielding a 35 percent reduction in carbon dioxide emissions related to transporting heavier bottles;
- improve customer safety with a new mechanism that deters gurgling;
- include a new handgrip that is easier for cleaning staff to use;
- use the same height and mouth opening to simplify dispensing and storage.
- simplify production by reducing the need for line changes.

