

## News Release

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Contact:	<b>For Diversey:</b> Mark Goldman Sr. Director, Global Communications +1 (262) 631-2906 tel mark.goldman@diversey.com	<b>For Standard Textile:</b> Judy Sroufe Standard Textile Marketing +1 (513) 761-9256 ex. 2243 tel <a href="mailto:jsroufe@standardtextile.com">jsroufe@standardtextile.com</a>
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### Diversey and Standard Textile Announce Joint Venture Partnership

#### Proteus Solutions Will Deliver Breakthrough Cleaning Solutions for Laundry Operations Serving the Lodging and Healthcare Industries

STURTEVANT, Wis. & CINCINNATI, Ohio – May 12, 2011 – Diversey, Inc., a leading global provider of commercial cleaning, sanitation and hygiene solutions and Standard Textile Co., Inc., an international leader in the design, development, manufacturing and distribution of textiles, decorative products and work apparel, today announced the formation of a joint venture to bring innovative, cost-effective and sustainable laundry cleaning solutions for the lodging and healthcare industries.

Called Proteus Solutions, LLC, the venture will deliver new innovation to these industries through differentiated products and solutions that redefine cleaning and sanitizing processes. Proteus Solutions combines Diversey's expertise in delivering superior performance in commercial cleaning and sustainability applications with Standard Textile's unique capabilities in linen management, textiles and activated water. Proteus Solutions will benefit from the expertise of both companies in providing their customers with innovative solutions of proven value. Under the agreement, Diversey and Standard Textile will jointly launch the new business and commercialize bundled offerings.

"This partnership accelerates delivery of groundbreaking cleaning solutions previously unavailable in the marketplace," said Diversey President and CEO Ed Lonergan. "The technology behind Proteus enables customers to substantially improve the effectiveness, efficiency and sustainability profile of their operations."

Added Standard Textile President and CEO Gary Heiman, "The combined expertise of our companies is unrivaled. By jointly developing cleaning solutions using Proteus's proprietary technologies, our customers will benefit from our deep understanding of textile performance and the cleaning process. For example, laundry customers will have a complete solution that pairs the right textiles with a cleaning and sanitizing system that reduces operating costs and extends the life of their linen."

The first commercial offering from Proteus Solutions is the Proteus® Activator Washing System, an innovative cleaning and sanitizing system for laundries. Already installed at a number of customer locations throughout the world, the Proteus Activator system is demonstrating substantial operational and sustainability benefits without compromising performance in the laundry process. In these installations of the system, customers are achieving faster, more effective washing and drying cycles with smaller amounts of chemicals and water, resulting in less energy consumption, lower overall costs, and greater sustainability. Some of the demonstrated efficiencies include:

- Cost savings of up to 30 percent as a result of lower chemical consumption and less need to transport and store the products;
- Significant energy savings due to efficiencies created by the Proteus system in the cleaning and sanitizing process;
- Water consumption reduction of up to 20 percent as a result of fewer rinse cycles; and
- Improvements in safety as workers need to handle fewer harmful products.

Proteus Solutions also announced today that the company will debut its first offering for the laundry industry at The Clean Show at the Las Vegas Convention Center in Las Vegas, Nevada, June 6–9<sup>th</sup>. The company will be located at booth 3677 and will feature the Proteus Activator Washing System as well as case study examples of the efficiencies generated from the system.

Proteus Solutions also introduced a new company identity inspired by the breakthrough application of electro-chemically activated water. The company's identity will also be captured in the tagline "Pure. Clean. Results." A new Web site is also available at: [www.proteus-solution.com](http://www.proteus-solution.com).

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### About Diversey

Diversey, Inc. is committed to a cleaner, healthier future. Its products, systems and expertise make food, drink and facilities safer and more hygienic for consumers and for building occupants. With sales into more than 175 countries, Diversey is a leading global provider of commercial cleaning, sanitation and hygiene solutions. The company serves customers in the building management, lodging, food service, retail, health care, and food and beverage sectors. Diversey is headquartered in Sturtevant, Wisconsin, USA. To learn more, visit [www.diversey.com](http://www.diversey.com).

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### About Standard Textile

Founded in 1940, Standard Textile has developed a culture of innovation, quality and service. With more than 60 patents, its products are engineered to deliver durability, longevity, and value. A vertically integrated company, Standard Textile is a leading global provider of total solutions in the institutional textiles and apparel markets. Leveraging textile design, manufacturing, and laundry expertise, and its global infrastructure, this company serves customers in the healthcare, hospitality, decorative products, and workwear markets worldwide. To learn more, visit [www.standardtextile.com](http://www.standardtextile.com).