

## News Release

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## Diversey Extends Partnership with The Consumer Goods Forum's Global Food Safety Initiative to Promote Food Safety Best Practices

### *New three-year agreement supports strategic development and education objectives of the Global Food Safety Initiative*

LONDON, U.K. - 17 February 2011 - Diversey, a leading global provider of commercial cleaning, sanitation and hygiene solutions and The Consumer Goods Forum (CGF), the only independent global business network for consumer retailers and manufacturers, today announced a three-year extension of their partnership to provide technical expertise and best practices leadership for the Global Food Safety Initiative (GFSI). Under the partnership, Diversey's food safety experts will actively participate in the GFSI Technical Working Group and provide counsel on food safety auditing and training services as well as sanitation and food safety guidelines in the food service, retail and manufacturing environments.

"The safety of the world's food supply is vitally important to the future and sustainability of the world's population," said Pedro Chidichimo, Diversey's President of Global Customer Solutions and Innovation. "We are pleased to continue our longstanding partnership with the CGF, bringing focused attention to the issues and trends of food safety and providing Diversey's expertise in sanitation and public health."

As a partner to the GFSI, Diversey will support a global food safety think-tank panel to deliver thought leadership and research around food safety which will build on the jointly developed Food Safety 2020 project. Launched in 2010, the Food Safety 2020 project has surveyed the food safety community about the trends and issues most likely to face the industry in the next ten years. The project continues to provide active dialogue and best practices sharing around issues such as new technologies, biological risks, supply chain and food contamination.



“The Consumer Goods Forum looks forward to continuing its work with Diversey in promoting improvements to food safety standards globally,” said Jean–Marc Saubade, Managing Director, The Consumer Goods Forum. “Diversey provides a wealth of expertise and support to pursue the development of GFSI’s mission to provide continuous improvement of food safety to ensure the delivery of safe food to consumers.”

Formed in 2000, the GFSI is a collaboration between some of the world's leading food safety experts from retailers, manufacturers and food service companies, as well as service providers associated with the food supply chain, and is managed by the Consumer Goods Forum. It helps to reduce risk through the delivery of equivalence in existing food safety schemes and to reduce cost and duplication in the supply chain, while providing a platform for information exchange, networking and sharing best practices. Diversey has supported the GFSI since 2001.

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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. Diversey, Inc. is formerly JohnsonDiversey, Inc. To learn more, visit [www.diversey.com](http://www.diversey.com).

### **About The Consumer Goods Forum**

The Consumer Goods Forum (CGF) is a global, parity–based industry network, driven by its members. It brings together the CEOs and senior management of over 400 retailers, manufacturers, service providers and other stakeholders across 70 countries and reflects the diversity of the industry in geography, size, product category and format. Forum member companies have combined sales of EUR 2.1 trillion.



The Forum was created in June 2009 by the merger of CIES – The Food Business Forum, the Global Commerce Initiative (GCI) and the Global CEO Forum. The Consumer Goods Forum is governed by its Board of Directors, which includes 50 manufacturer and retailer CEOs and Chairmen.

The Forum provides a unique global platform for knowledge exchange and initiatives around five strategic priorities – Emerging Trends, Sustainability, Safety & Health, Operational Excellence and Knowledge Sharing & People Development – which are central to the advancement of today’s consumer goods industry.

The Forum’s vision is: “Better lives through better business”. To fulfill this, its members have given the Forum a mandate to develop common positions on key strategic and operational issues affecting the consumer goods business, with a strong focus on improving processes in non-competitive areas. The Forum’s success is driven by the active participation of the key players in the sector, who together develop and lead the implementation of best practices along the value chain.

With its headquarters in Paris and its regional offices in Washington, D.C., and Tokyo, the CGF serves its members throughout the world. Further information is available via the Forum’s website: <http://www.theconsumergoodsforum.com>.