



News Release

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Poll: Environmental Building Certifications Enhance Opinion of a Business

National survey results unveiled during Greenbiz.com's "The State and Impacts of Green Buildings" Webcast

STURTEVANT, Wis. – November 8, 2011 – Seventy percent of U.S. adults agree that environmental certification of a company's facility by a third-party organization such as the U.S. Green Building Council would enhance their opinion of the business, according to a nationwide survey commissioned by [Sealed Air's](#) (NYSE: SEE) [Diversey](#) business.

Diversey's study, conducted by telephone by Harris Interactive on behalf of Diversey between Oct. 28 and Oct. 31, 2011, surveyed a random sample of 1,016 U.S. adults regarding the impact of environmental building certifications on Americans' opinion of a business. Additional key findings include:

- 69 percent of U.S. adults agree that they would prefer to work in a facility that has been certified by a third-party environmental organization;
- 64 percent of U.S. adults agree that they would prefer to patronize a business whose facility is certified by a third-party environmental organization;
- 49 percent of U.S. adults feel better about doing business with a company whose facility is certified by a third-party environmental organization; and
- 48 percent of U.S. adults indicated that third-party environmental certification of a facility improves their image of a company.

"This research demonstrates that Americans understand the value of green building certifications and appreciate businesses that make the investment to provide sustainable, healthy environments," said John Matthews, senior vice president and chief sustainability officer for the Diversey business. "Consumer perceptions and behaviors are becoming the catalysts for the growing sustainable facility movement."



Diversey released the findings of the survey during a Web-based program titled “The State and Impacts of Green Buildings,” hosted by GreenBiz.com, a Web site of Greener World Media. Featured in the presentation were results of the fourth annual *Green Building Market Impact Report*, a global survey of green building market trends and the impacts of LEED on land use, water, energy and raw materials.

The survey also reveals differences by gender, region and age:

- Women are more likely than men to say they would prefer to work in a facility that meets third-party environmental standards;
- U.S. adults in the West are more likely than those in other regions of the U.S. to say third-party green certifications make them feel better about doing business with or working for a company;
- Younger adults, ages 18–54, are more likely than those ages 55 and older to agree that third-party environmental building certifications enhance their opinion of a business; and
- Younger adults, ages 18–54, are more likely than those ages 55 and older to agree that they would prefer to work in a facility that meets third-party environmental certification standards.

“This research suggests that green building certifications are increasingly providing a competitive advantage for businesses,” added Mike Jenkins, vice president sector sales for the Diversey Americas business. “A critical part of these certifications is ongoing cleaning and maintenance of commercial facilities. Maintaining commercial spaces using sustainable products and processes enhances these facilities’ overall sustainability profile.”

Diversey’s innovative and sustainable cleaning programs improve efficiency and protect the environment. Its Healthy High Performance Cleaning (HHPC) program provides strategic planning, best practices and guidelines to clean for health, safety and the environment.

Diversey is a business unit of Sealed Air Corp., a leader in food and other protective packaging solutions. Sealed Air recently completed its acquisition of Diversey, creating the new global leader in food safety and security, facility hygiene and product protection. For more information about Diversey, visit www.diversey.com.



This survey was conducted by phone within the United States by Harris Interactive on behalf of Diversey from October 28–October 31, 2011 among 1,016 adults ages 18 and older. The survey had a +/- three percent of error. Results were weighted to reflect the U.S. adult population. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Mark Goldman at news@diversey.com.

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About Sealed Air

Sealed Air is the new global leader in food safety and security, facility hygiene and product protection. With widely recognized and inventive brands such as Bubble Wrap® brand cushioning, Cryovac® brand food packaging solutions and Diversey® brand cleaning and hygiene solutions, Sealed Air offers efficient and sustainable solutions that create business value for customers, enhance the quality of life for consumers and provide a cleaner and healthier environment for future generations. On a pro forma basis, Sealed Air generated revenue of \$7.6 billion in 2010 and has approximately 26,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com.