

For further information please contact:

JohnsonDiversey
Weston Favell Centre
Northampton
NN3 8PD

01604 405311
01604 406809

www.johnsondiversev.co.uk

JohnsonDiversey
Jamestown Road
Finglas
Dublin 11

01 808 1808

www.johnsondiversev.com

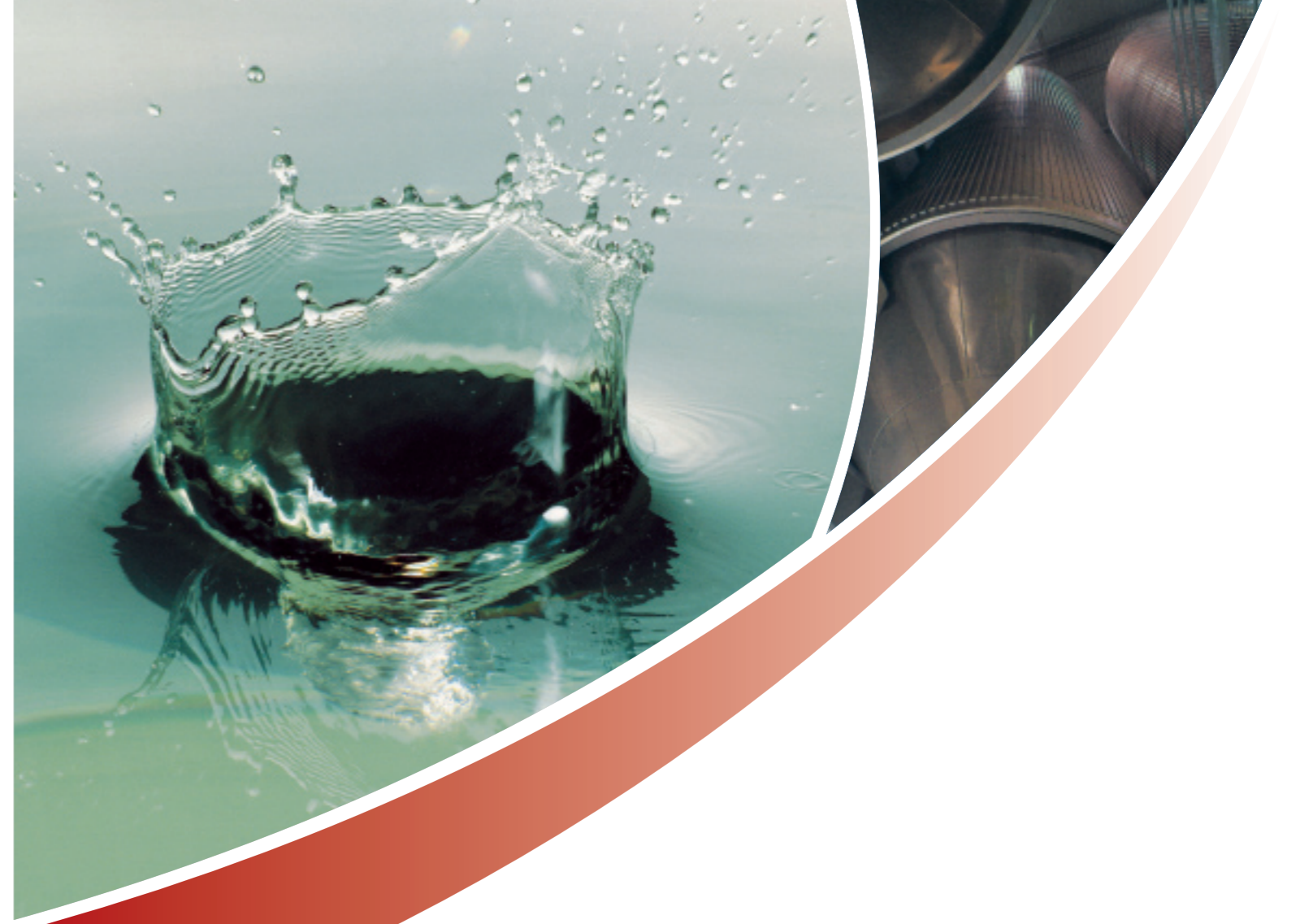
JohnsonDiversey  | Our Advantage

The JohnsonDiversey Advantage

Beyond clean, we are dedicated to being the best at simplifying the lives of our customers

We are committed to doing this by:

- investing time to listen, understand and respond to our customers' unique cleaning and hygiene needs
- taking a personal interest to ensure the facilities they care for are consistently clean, safe and attractive
- pursuing innovation in every form likely to make the lives of our customers simpler and more profitable
- partnering with our customers to exceed their expectations every day, everywhere



JOHNSONDIVERSEY
CIP OPTIMISATION SERVICE



JohnsonDiversey 
Clean is just the beginning

Average 21% identified cost savings



JohnsonDiversey, Global Suppliers of World Class Solutions

JohnsonDiversey's Cleaning in Place (CIP) Optimisation team has been saving our customers money for over six years. Our two step approach to optimisation ensures:

- Consistent quality
- Cost effective cleaning

TWO STEPS TO OPTIMISED CLEANING

Anyone can save money on CIP by cutting times or reducing the amount of detergent, but it takes analysis, knowledge, and experience to be able cut costs whilst maintaining the desired standard of hygiene. This is how we differ from other "CIP experts". Our two-step plan for CIP optimisation ensures a structured process is followed, problems are identified not hidden, and results are clearly shown.

STEP 1: CONSISTENT QUALITY

The most important requirement of CIP is a consistent, reliable standard of clean. If you are unable to rely on your CIP set to clean as required, you will waste money through lost product and downtime, or through the necessity of reassurance and corrective action.

JohnsonDiversey's CIP Optimisation team looks at chemical selection, chemical concentration, time, temperature, mechanical energy, frequency of CIP, hygienic design, and material compatibility to bring focus to the individual components of cleaning. CIP sets must clean to an agreed standard of hygiene, every time. Only when this is achieved should we consider optimisation.

STEP 2: COST EFFECTIVE CLEANING

Having first understood the delicate relationship between the contributing factors of CIP, we can be confident of optimisation without compromising the hygiene results we need. Our CIP Optimisation team look at all CIP utilities and identify the best savings possible.

Per clean, our team identifies average cost savings of a significant 21%.

