



# ENVIRONMENTAL LEADERSHIP

## THE FACTS

There are as many “shades of green” as there are opinions.

### “Natural”

Being “natural” doesn’t necessarily mean good for the environment or the individual, or conversely, “synthetic” bad. Many natural substances, such as mercury, are harmful in the environment; whereas the man-made disinfectant and bleaching agent hydrogen peroxide rapidly breaks down to water and oxygen. Additionally, natural ingredients may not always provide the performance you expect.



### “Biodegradable”

The law demands that cleaning products are biodegradable. So if sourced from a reputable manufacturer, you can be sure that they meet all of the UK and EU requirements on biodegradability. Water is an important constituent of cleaning products, but water is not biodegradable!

### “Non classified”

CHIP regulations determine hazard classifications for chemicals and COSHH provides guidance to their use. Hazards from non classified, through irritant, and corrosive to Toxic. Also a concentrated product may have a higher hazard classification in concentrate form, but when diluted and used holds a much less harmful classification.

### Carbon footprint and “chemical miles”

Many cleaning products are ready to use and do not require local dilution. But what is the environmental cost of shipping water hundreds of chemical miles? A concentrated chemical will have a much much lower carbon footprint and travel fewer chemical miles.



**1935**  
HF Johnson Jr sustains carnauba palm trees containing a crucial ingredient for products.

**1975**  
Removed CFC's from all aerosol products years before becoming law.

**1990**  
World Packaging Organization's "Worldstar Award" for Envirobox™.  
**1991**  
Presidential Citation, 1st Annual Environmental and Conservation Awards Programme.

**1993**  
APEOs phased out in Europe. Directive 2003/53/EC did not outlaw APEOs until 2003.



# FINDING YOUR WAY THROUGH THE MAZE

There are many different eco-labelling systems across Europe, but what element is green – is it the chemical, the packaging and/or the manufacturing? Perhaps more importantly, there are no eco-labelling systems for some types of cleaning products, such as disinfectants. Therefore, adopting an “eco-label only” policy would exclude products paramount for hygiene in washrooms and catering areas.



In reducing your own environmental impact you also need to consider:

- a) the amount of plastic or physical waste produced
- b) the unnecessary chemical waste produced by over consumption and
- c) the amount of ‘chemical miles’ generated by shipping water and plastic to you

	Plastic / Physical Waste	Chemical Waste	Chemical Miles
Ready to Use			
Concentrate chemical with manual dilution eg; 5L with pelican pump			
Concentrate chemical with portion control eg; chemical dispenser with no water connection			
Concentrate chemical with dilution control eg; automatically pre-mixed with water			

Additionally try to source products in packaging that minimises waste such as ‘bag in box’



**1994**  
United Nations Environmental Programme Award.  
World Environment Centre Gold Medal for International Achievement.

**1996**  
Founded Marine Stewardship Council with World Wildlife Fund.  
**1998**  
Sustainable Agriculture Projects.  
Washright Campaign (energy efficiency).

**1999**  
‘SWIM’: International symposium for ‘Sustainable Water and Integrated Catchment Management.’  
Development of ‘GREAT-ER’: Geography- referenced Regional Exposure Assessment Tool.

**2000**  
World Packaging Organization’s ‘Worldstar Award’ for SafePack™.  
**2003**  
ResponsibleSolutions™, our environmental policy, and Health High Performance Cleaning program introduced.



# OUR CLAIMS



JohnsonDiversey can boast an unequalled heritage in sustainability. We were leading the way long before it became fashionable and continue to lead the way now.

JohnsonDiversey is a direct-company member of A.I.S.E., the International Association of Soaps, Detergents and Maintenance Products. In 2005, we became the first business-to-business company to join the Charter for Sustainable Cleaning and be recognized for sustainability throughout our product development process. This means that:

- All products are manufactured giving priority to improvements in safety, environmental friendliness, and other key aspects of sustainability, without compromising performance.
- JohnsonDiversey have been independently verified as meeting accepted sustainability criteria.
- All stages of the product life-cycle, from product specification, through manufacturing, to end-use and disposal are assessed.

Where regulations allow we use recycled plastic in our packaging and all our cartons and labels are made from recycled materials



Additionally, all JohnsonDiversey factories in Europe are accredited to **ISO 14001** (for environment), **ISO 9001** (for quality) and **OHSAS 18001** (for health and safety). This means that the locations are subject to an assurance program and are audited against rigorous standards.

## RESPONSIBLE MANUFACTURING

Our investment in people, process and plant has enabled JohnsonDiversey to reduce our energy and water consumption whilst reducing our waste as well.



## UK MANUFACTURING PLANT

	2001	2006	Reduction
Energy: (Gigajoules / tonne)	0.832	0.450	46%
Water: (net m <sup>3</sup> / tonne)	0.892	0.793	11%
Total Waste: (kg / tonne)	6.768	5.893	13%
Hazardous Waste Disposal: (kg / tonne)	4.420	2.119	52%

### 2004

Began support for WWF HydroSHEDS project, Curt Johnson begins serving on WWF board.  
LEED Gold Level Certification, US Green Building Council, for Global Head Quarters.

### 2005

AISE Charter for Sustainable Cleaning, 1st business-to-business chemical manufacturer awarded.

### 2006

Jonmaster/iMap wins INTERCLEAN top innovation award.

### The Future

Continuously reducing our environmental footprint and that of our customers.

# SELECTING THE RIGHT PARTNER

There are many different views on being “green” and often confusing answers to the question of best practice on environmental responsibility. So the questions you should ask your supplier are:

- 1** Can they prove that they meet the requirements of the environmental A.I.S.E. Charter?  
*We were the first B2B chemical company to gain this*
- 2** Do their products conform to the Guidance for Responsible Public Procurement of Cleaning Products?  
*Ours do*
- 3** Do they have a proven and recognised environmental management system such as ISO 14001?  
*We gained ours in the UK in 1999*
- 4** What is their track record of environmental responsibility?  
*We have been leading the way since 1935*

## OUR APPROACH

### PEOPLE

- We design cleaning programmes for you: what chemicals to use, where to use them, with what frequency, how and with what equipment.
- We train your people in safe and effective use of our chemicals and provide Wallcharts/Literature.
- We often conduct site visits to help improve your hygiene and cleaning operations.

### PLANET

- We help you choose safe effective products.
- We manufacture products in ISO 14001 certified factories.
- We offer a large range of concentrate chemicals to reduce your chemical miles.
- Where appropriate we can offer microfibre systems with no use of chemicals.
- We work with the whole life cycle of products – Production to Waste Disposal
- We can provide expert advise in water and effluent management.

### PROSPERITY

- We help to reduce your waste and chemical costs by selecting the best dilution control systems for you.
- Our products are formulated to improve productivity.
- Many of our products are formulated for use in cold water saving you energy costs.

