



A Fresh Approach to Food Safety

Good Advice From A Trusted Partner

JohnsonDiversey has organized the many elements of food safety, from sophisticated risk management consulting services, to essential cleaning chemicals, into a comprehensive food safety portfolio called SafeKey™. We recognize that food safety addresses more than just protecting the food supply; it impacts your relationship with customers and employees, and the value of your business and brand.

With extensive global reach and the expert knowledge of thousands of dedicated employees, JohnsonDiversey stands foremost in the industry, ready to provide comprehensive food safety solutions to customers around the world.

JohnsonDiversey continues to help customers in 60 countries, across six continents, address food safety issues and protect brand value. From the CEO to the food handler, JohnsonDiversey remains dedicated to being the best at simplifying the lives of our customers.

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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 the 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
- customer partnering to exceed their customers' expectations every day, everywhere

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HotSpots™

The Risk-Based Approach to Food Safety

A  SAFEKEY™ Solution

JohnsonDiversey 
Clean is just the beginning

HotSpots™ The Risk-Based Approach to Food Safety

Hot Spots™: Food Safety Made Simple

Food safety. It's a complicated business that touches virtually every area of your operation, from sourcing to sanitation, from food preparation to presentation, from chemicals to checkouts. The **Hot Spots** food safety program, part of the JohnsonDiversey **SafeKey™** food safety portfolio, makes the complex process of food safety simple:

- Simple to achieve.
- Simple to understand.
- Simple for employees to use.
- Simple to implement system-wide.
- Simple to afford.

Align Resources with Risks

Our **Hot Spots** program is a first-of-its-kind, to match resources against the areas of greatest food safety risk in your facilities. By directing resources where they have the greatest impact, the **Hot Spots** program reduces your food safety risk, makes best use of available funds, improves operating efficiency and protects that most valuable asset –your brand.

Everything You Need In One Spot

JohnsonDiversey delivers value-add by assembling all the elements of an effective food safety program into one customizable solution, along with simple guidelines for putting the **Hot Spots** program into action.

- Cleaning and sanitation matrix—blends the most appropriate products, procedures and sequencing to maximize food safety benefit
- Risk-based auditing program—individualized for your facilities
- Audit forms—expertly designed audit forms to better reflect the degree of risk
- Internet-based audit software—JohnsonDiversey **iMap™**, our internet mobile auditing tool enables you to monitor Key Performance Indicators at a keystroke and detect non-compliance in real time
- Practical training—with the **Hot Spots** training program, your food handlers can immediately apply learnings on the job through direct, pragmatic and hands-on training tools
- Internet-based Learning Management System—keep meticulous records and training histories by subject and employee with an assist from JohnsonDiversey's learning management system



Tailored to Your Operation

Working from the proprietary risk map concept, your JohnsonDiversey advisor will design a comprehensive program customized to your circumstances and most critical areas.

Expertise On Tap

JohnsonDiversey has distilled over 115 years of cleaning, sanitation, food safety and consulting expertise into the turnkey **Hot Spots** solution.

Beyond HACCP

The **Hot Spots** program demystifies food safety, providing a clear, easy-to-understand system that complements HACCP requirements, while integrating food sanitation with food safety.

Brand Protection in a Box

The systematic, all-in-one approach enables you to achieve a single, consistent level of food safety throughout your organization.



At JohnsonDiversey, our ongoing commitment to food safety is supported by a continuously expanding portfolio of products and services designed to address virtually every food safety need. To further the global food safety agenda, JohnsonDiversey participates actively in numerous thought leadership initiatives with leading organizations that represent the food industry.

Here is just a partial listing of some of the core food safety elements available to our customers today.

Strategic Consulting Services

Hygieneomics™ Matrix—a proprietary tool for continuous improvement of food safety programs enabling clients to evaluate and benchmark performance

Food Safety & Quality Control Road Maps—clear action plans customized to the specific needs of your operation

Brand Integrity/Brand Protection—proven methodology to safeguard the equity vested in your corporate and product brands

Integrated Risk Management—full range of programs covering all your risk management needs such as risk mapping, risk strategy, risk audits, contingency plans and crisis management

Food Safety Management Support

Vendor Assurance Program—established protocol for managing food safety throughout the supply chain

Food Safety Management System—integrated, comprehensive approach to food safety

Custom Food Safety Standards—development of individualized food safety standards tailored to client needs

Interactive Food Safety Management System—easy access to food safety data and expertise

Operational Support Programs

Hot Spots™—risk-based food safety and sanitation solutions

Food Safety Training Programs

HACCP Validation

Audits

Data Management

SUMA™—kitchen hygiene products and systems

iMap™—internet mobile auditing and reporting tool