Environmental Sustainability at JohnsonDiversey

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The Business Strategy for 21st Century

"A sustainable enterprise is dependent on a sustainable environment. Management decisions that fail to reflect this put a company at grave, future risk. Following the principles of sustainability is the only path to a viable enterprise and competitive advantage."

Sam Johnson, 1975

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JohnsonDiversey's Declaration on Environmental Sustainability

We are committed to continuously improving our entire environmental footprint; from raw material selection, to manufacturing, to product use and disposal.

Our commitment is to meet the needs of our customers while protecting human health and environment without compromising the ability for society to meet its future needs.

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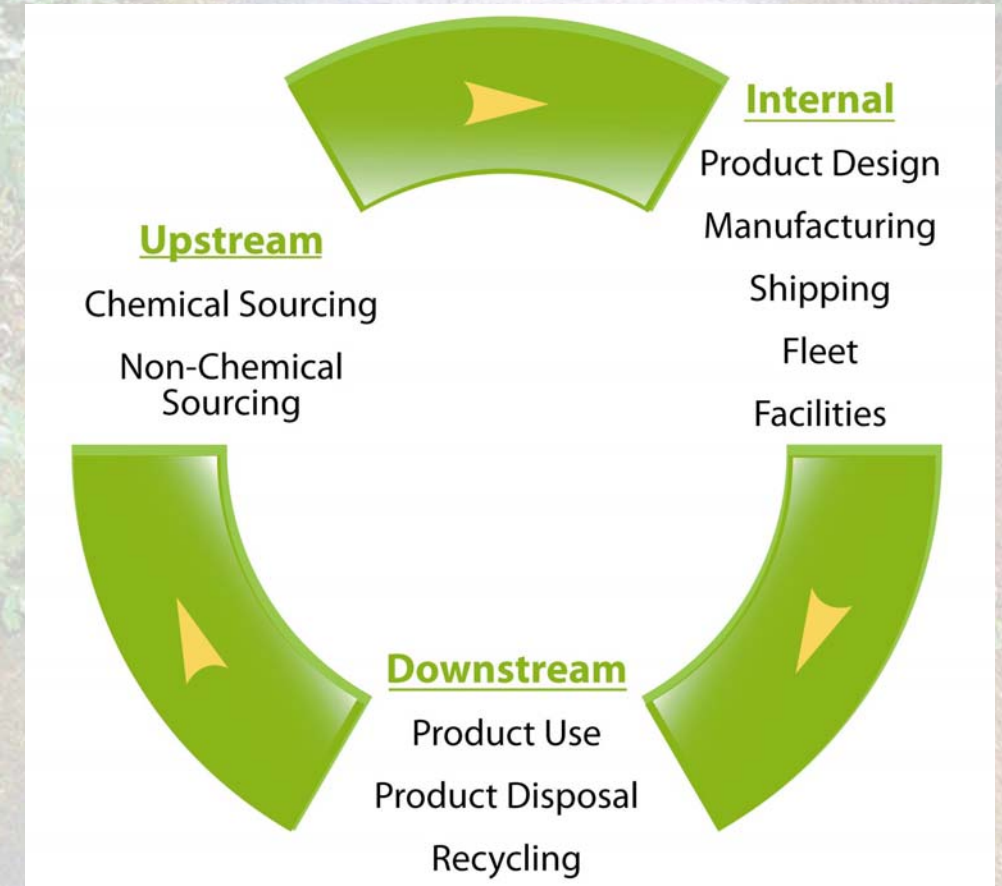
Environmental Sustainability

- Reducing ecological impact: Air, Energy, Greenhouse Gas, Water, Waste, Biodiversity
- Protecting human health: Employees, Customers, General Public
- Life cycle impacts: Upstream, Internal, Downstream



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3 Green Product Strategies

Deep Green

Values Driven

All Products designed green from concept stage

Disruptive Innovators - Need to ensure materials, processes, transport, logistics etc – all environmentally sound from day one – whole Company has green brand

Transformative

Leadership Driven

All New Products plus legacy products over time

Typically sector leaders -Need deep green type process for new products and a strategy for bringing along legacy products

Opportunistic (light) Green

Market Driven

Niche Products to target market segment

Fast followers - Need to manage perception of non-green products and ensure green products are branded separately

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Total Cost of Ownership Calculators: Measured Attributes

- Cost effectiveness delivered by measured attributes:
  - Labor Savings
  - Energy Savings
  - Chemical Savings
  - Waste Reduction
    - Chemical and non-chemical
  - Logistics (i.e. shipping and storage)
  - Materials and Equipment
  - Safety

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Measuring Environmental Impact

Envirobox ™

- Envirobox™ uses 91.4% less plastic than the typical 5 gallon pail.
- The cardboard in Envirobox™ is 35% recycled material.
- Envirobox™ is 67% more space efficient for transportation and storage.
- Delivering product from Envirobox™ is easier with the built-in valve.
- Envirobox™ also eliminates child-drowning liability.
- The cumulative environmental impacts of Envirobox™ are significant.

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Environmental Impact of Envirobox™ vs Pails

(5 Year forecast of 344,165 units)

Plastic Savings	**943,000 lbs**
Energy Savings **(Reduced Plastic Production)**	**33,000,000 MegaJoules** (250,000 gallons of gasoline or 3,000,000 lbs of coal)
Storage Space Savings **(Reduced Warehouse Needs)**	**190,000 ft^3**
Landfill Space Savings	**280,000 ft^3** (373 Chevrolet Suburbans)
Greenhouse Gas Emissions **(Reduced Plastic Production and Transportation)**	**430,000 lbs CO_2** (163 Acres of pine forest storing carbon for 1 year)

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Financial/Environmental Impact of Envirobox™ vs Pails (5 Year forecast of 344,165 units)

Savings for not disposing of solid waste	**$212,178** ***based on $500 per ton**
Potential savings for warehouse storage	**$473,227** *** based on $2.50/ft³-year**
Total 5 year potential savings using Envirobox™ vs Pails	**$685,405**

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Case Study –
Green Distribution Center

- New distribution center built to LEED environmental building standards - expected to meet LEED Gold Certification
- 552,000 square feet of space, expandable to 830,000 square feet
- Potential to be the largest LEED certified warehouse in the US
- Facility uses 40% less energy than a conventionally constructed facility
- Project meets 5 to 8-year payback
- Part of our global strategy where all new JohnsonDiversey buildings will be LEED certified

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Case Study – Green Distribution Center

- Sustainable Sites
  - Proximity to public transportation
  - White Roofing reduces solar heat gain
  - Biodiversity – Open space, restoration
- Indoor Environmental Quality
  - HVAC Design
  - Low Emitting Materials (paints, adhesives, sealants, carpet, wood)
  - HHPC
  - Daylighting

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Case Study – Green Distribution Center

- Water Efficiency
  - Water conserving fixtures (low flow fixtures, waterless urinals) exceeding 50% water savings.
  - Natural landscaping does not require permanent irrigation.
- Energy and Atmosphere
  - Facility uses 40% less energy.
    - T5 fluorescent lighting
    - Purchase Renewable Energy Credits
      - 35% of building's energy use
    - Warehouse requires no airconditioning

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Case Study –
Green Distribution Center

- Material Use
  - 70% of materials were locally produced
  - 40% of materials contained recycled content
  - 97% of construction waste recycled
  - Reclaimed 12 tons of bottom ash landfill
  - We took 520 times more waste OUT of landfill as was put in.

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