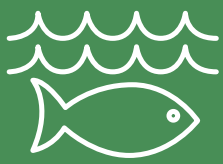


Improve your carbon footprint with sustainable cleaning.

Did you know?



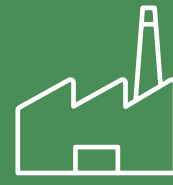
In **2050** there will be more plastic than fish in the ocean⁵



Europe generates **17.8** million tonnes of plastic packaging waste yet only **42.1%** is recycled¹



By **2050** the European Union aims to be climate-neutral⁴



50% increase in CO₂ levels since industrial revolution



Over the last **28** years, we have more fossil fuel emissions than previous **237** years²



40% more emissions are generated each year compared to 1990³

Significant changes in regulations and policies must take place

1. **Global trend towards more regulation of (plastic) packaging** e.g. ban on single use plastics in Italy, India and China
1. **EU Ecolabel: Criteria include packaging recyclability criteria.** Recyclability = mono-material
2. **E.U. Commission policy 'Strategy for Plastics in a Circular Economy'** All packaging to be reusable / easily recycled by 2030 + 25% recycled content for all PET bottles by 2025

How can you improve your professional cleaning carbon footprint?

1 Use concentrated products with a dosing system



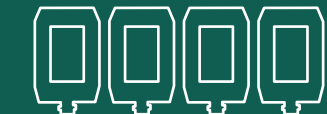
Spray bottles are refilled over and over again, minimizing plastic waste



Dilution rate 100%



Dilution rate 2%



Dilution rate 0.5%

6

667

1600

2 Mono-material pouches to improve recyclability



Use

Dispose

Recycle



*above figures will always depend on the product

New SafePack™. More than a pouch



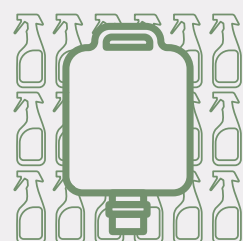
SafePack pouches are **UN approved** and fully recyclable to new eco-standards, a further step-up in Diversey's corporate ambition that all of our core packaging contributes to the circular economy.



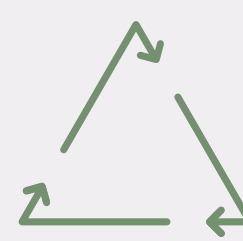
Easy to use: safe, robust, drip-free, closed system



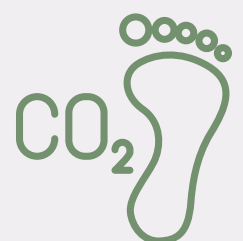
UN approved



Easy to store: 1 pouch fills hundreds of trigger bottles



Easy to dispose: less waste, recyclable plastic



Lower CO₂ footprint

1. EuRIC AISBLA-Recycling: Bridging Circular Economy & Climate Policy
 2. Climate Accountability Institute
 3. 2017 report by CDP
 4. European Green Deal
 5. 2016 World Economy Forum report "New Plastic Economy: Rethinking the Future of Plastic"