



Annual Sustainability Report

Issued 2019



Table of contents

Our Goals.....	2
A letter from our CEO.....	3
Improve the Environment.....	4
2018 Energy, Water, GHG, Waste Performance.....	5
Vigilance, Commitment Drive Enschede Team.....	6
Protecting and Caring for People.....	7
Supply Chain Professionals Forge a ‘Culture of Safety’.....	8
Supplier Engagement.....	9
Ethical Business Practices at Diversey.....	10
Imagination drives Diversey’s sustainability culture.....	11
Soap For Hope™, Linens For Life™, and CoffeeBriques.....	12
Innovate Sustainable Solutions.....	13
Quantified Sustainability Value.....	14
Sustainability Scorecard.....	14
Reducing Diversey’s packaging footprint.....	15
Responsible Chemistry Policy.....	15
Diversey brings laundering, dishwashing into the 21st century.....	16
IntelliLinen™.....	17
IntelliDish™.....	17
Diversey’s DivoMask: A genie in the bottle.....	18
New luxury hotel chooses Diversey’s SURE® line of cleaning products.....	19
Hilton Supply Management presents prestigious award to Diversey.....	20
LATAM team shows how less is more.....	21
Columbia: Almacenes Exito S.A. & Ara.....	22

Sustained, long-term success of Diversey depends on our ability to operate efficiently in a resource constrained environment, address critical social challenges, reduce risk in our operations, and lead innovation in the cleaning and hygiene industry for our customers. Our Facilitators for Life strategy includes aggressive goals across our operations that align with several UN Sustainable Development Goals (SDGs) to advance progress.



Improve the Environment



Protect and Care for People



Innovate Sustainable Solutions



Improve the Environment

1	Reduce energy intensity in our operations by 10%		2	Reduce greenhouse gas emissions intensity in our operations by 10%	
3	Reduce waste to landfill in our operations by 10%		4	Reduce water use intensity in our operations by 5%	



Protect and Care for People

5	Eliminate recordable workplace injuries of Diversey employees		6	Ensure ethical supply chain by engaging 100% of suppliers with our Supplier Code of Conduct	
7	Ensure ethical business practices by training 100% of Diversey employees on Code of Conduct		8	Improve lives of people in the communities we operate with Diversey Creating Shared Value programs for all sectors	



Innovate Sustainable Solutions

9	Quantify the sustainability value associated with Diversey products and solutions		10	Integrate sustainability scorecard into innovation process for 100% of new technologies	
11	Reduce our packaging footprint and increase the recyclability of our plastic packaging		12	Improve safety and environmental profile of products through 100% compliance with our Responsible Chemistry Policy	

A letter from our CEO

At the outset of this millennium, sustainability was a vague outline of something that today is clearly top of mind with businesses across the globe. A sense of urgency now exists that underscores a prevailing view that we no longer can ignore the tell-tale signs of a looming climate crisis: rising temperatures, polluted air, plastic waste in oceans, more violent weather, resource scarcity exacerbated by explosive population growth, and a host of other issues, big and small.

At Diversey, we take these issues seriously. What's more, we believe that sustainability makes good business sense. We embrace the view that at its core sustainability equates to the deliberate, ongoing reduction of waste. Purging waste from our operations and our customers' is a top priority, one we pursue deliberately, every day.

I joined Diversey in 2018, as we launched our new sustainability approach, 'Facilitators for Life'. Our new strategy consists of 12 aggressive targets including a goal to deliver sustainability benefits to our customers. As I spend time with our customers around the world, I already see how we are helping them become more efficient in the face of rising resource costs.

Our customers throughout the world have told us that their vendors must be committed to sustainability. We have always been guided by that principle. It is inherent in everything we do, from the products we make and the means we use to deliver them, to the ways in which we communicate both internally and externally.

This report is intended to communicate both our sustainability goals through the year 2025 and the actions we've taken (and continue to take) to achieve those goals. It explains what we mean when we say that at Diversey, we are "Facilitators for Life."

Our 2025 goals are organized around three major commitments: to improve the environment, protect and care for people, and innovate sustainable solutions. We have defined specific metrics to measure our progress against each of those commitments, as illustrated in this report.

The successes we have achieved in pursuit of each of these commitments demonstrate the ingenuity and dedication of our employees. Much of the progress we have made has resulted from their input. By treating the status quo as inherently suspect, they have demonstrated a belief that there is always a better, more sustainable way of doing things. As a result, sustainability remains deeply embedded in the culture of our company.

I hope you will take a few minutes to review this report. We look forward to your comments, as we wish you continued success.

Sincerely,



Mark Burgess

Chief Executive Officer

7,994

DEDICATED EMPLOYEES

19

SERVICE CENTERS

106

OFFICES

40

WAREHOUSES

21

MANUFACTURING CENTERS

10

LABORATORIES

174

COUNTRIES WHERE
PRODUCTS SOLD

Improve the Environment



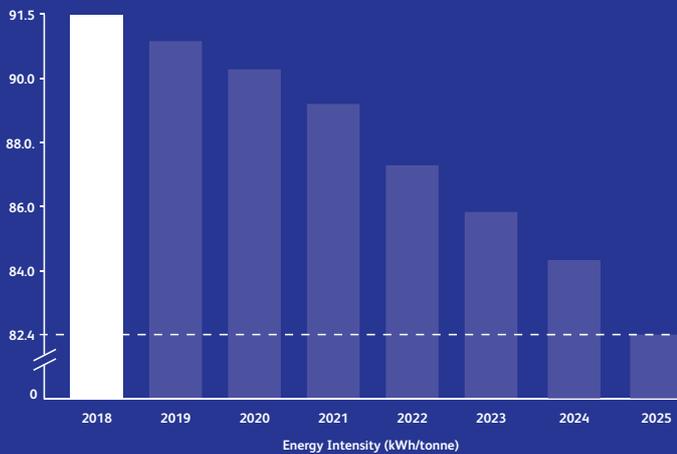
2018 Energy, Water, GHG, Waste Performance

Operational excellence across Diversey's facilities goes beyond quality, efficiency, and productivity. Our approach also includes a strong focus on finding ways to continually improve the sustainability performance in our buildings. Diversey's Facilitators for Life goals call for 10% reductions in energy, greenhouse gas emissions, and waste; and a 5% reduction in water by 2025. These goals are normalized by product volume and will use 2018 as the new baseline.

In addition to establishing our new baseline, we created a task force in Supply Chain to identify best practices and integrate them across our global manufacturing footprint. Audits were completed in Diversey facilities across the globe to find novel solutions and pinpoint areas in need of improvement. As those opportunities are implemented, we expect our 2018 baseline to begin to trend towards our 2025 goals.

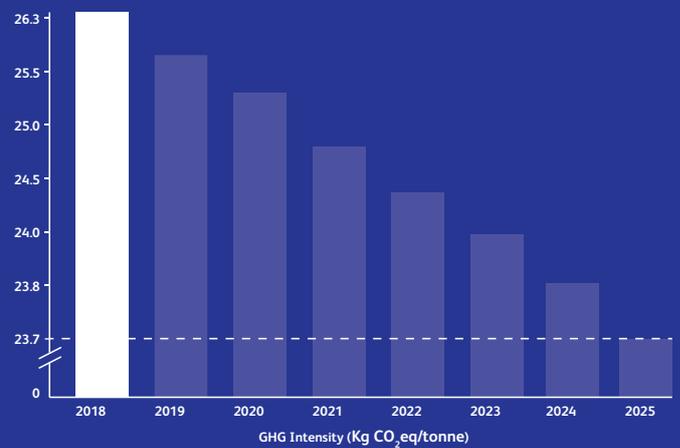
1

Reduce energy intensity in our operations by 10%



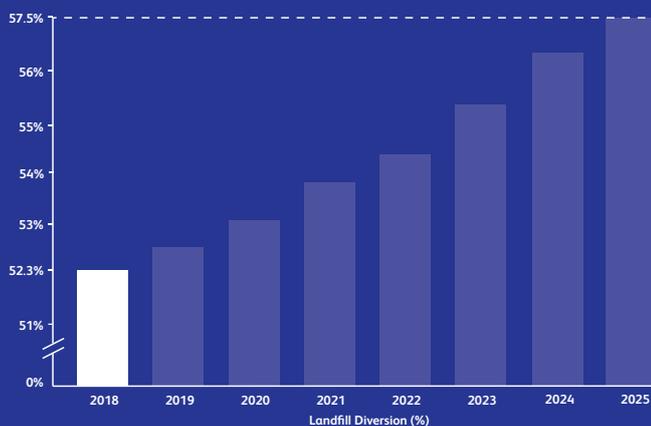
2

Reduce greenhouse gas emissions intensity in our operations by 10%



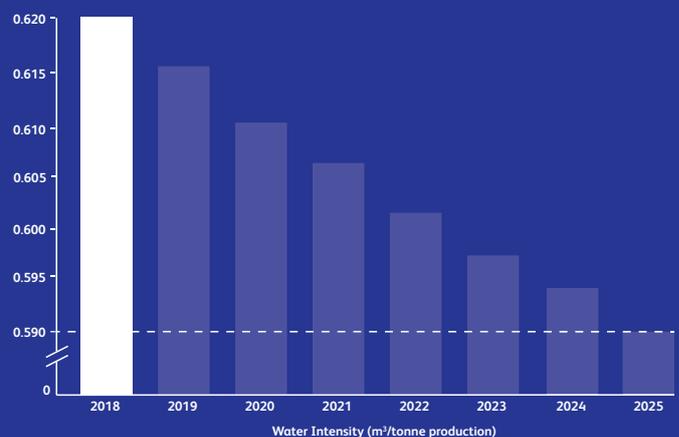
3

Reduce waste to landfill in our operations by 10%



4

Reduce water use intensity in our operations by 5%



Vigilance, Commitment Drive Enschede Team

Diversey's manufacturing plant in Enschede, The Netherlands is the company's largest in the world. In practical fact, it's also a sustainability laboratory, defined by a culture that adheres to the belief that there's always a better way to do things, always an opportunity to reduce both waste and the environmental impact of its operations.

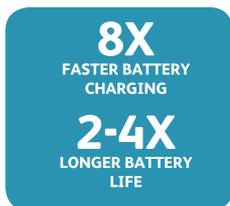
Water Transportation



In 2018, employees provided several examples of the effectiveness of that commitment, starting with a review of the type of water used in some of the products it makes; that is, soft water, which contains salt, and demineralized or “Demi water,” which does not.

Demi water is more expensive than soft water due to the additional processing needed. After a thorough review of the reasons they might use one type of water or the other, the Enschede team concluded that, with few exceptions, there were no real advantages to demineralized water. As a result, they determined they could reduce water deliveries 71 percent, shrinking the environmental footprint associated with transportation and the resources needed to demineralize water. The team also found this lowered annual water costs by 90,000€ (U.S. \$101,000).

Fork-Lift Truck Lithium-Ion Batteries



While looking for additional opportunities to become efficient, the Enschede team realized the plant's contract with its fork-lift truck supplier was to expire. Fork-lift trucks are a critically important component of the plant's logistics. Its fleet comprises 25 of them; each is battery-powered, which requires regular recharging.

Led by Logistics Manager Laurens Burggraaff, the team considered proposals from three suppliers. One of them proposed a new lithium-ion battery that Diversey had never tried before. The advantages of this technology proved to be considerable when compared to the lead-acid batteries the plant had been using. Those advantages included a 30 percent improvement in energy efficiency, the elimination of maintenance and watering, charging times that are eight times faster, a useful life that is two to four times longer, and the opportunity to convert the area that had been used for charging to storage.

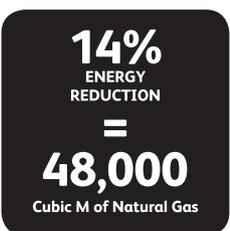
Fabric Softener Manufacturing



Meanwhile, the Enschede team set its sights on reducing waste in the way it manufactures fabric softeners. The traditional method generates a considerable amount of air, which creates both product loss and problems during the filling process.

To mitigate those issues, plant personnel have typically left batches in a holding tank over the weekend to let the product de-gas. Technical changes introduced by the team reduced time in the holding tank to two hours, while enabling problem-free filling, thereby improving yields and eliminating customer complaints.

Improved Building Insulation



Finally, Diversey Enschede had to build a new raw material warehouse to comply with Dutch regulations. Toward that end, they carved out 300 square meters of an existing building and insulated it in a way that reduced energy consumption by 14 percent, saving 48,000 cubic meters of natural gas per year.

In sum, employees at Diversey's Enschede plant showed (and continue to show) that their ongoing focus on improving operations reduces waste, saves money, protects the planet, and fuels a sense of purpose that enhances their engagement in the valuable work they do.

Protecting and Caring for People



Supply Chain Professionals Forge a ‘Culture of Safety’

5

Eliminate recordable workplace injuries of Diversey employees



As a multi-billion-dollar enterprise, doing business in more than 170 countries, Diversey receives, makes, manages, warehouses, and distributes an enormous amount of stuff, from raw materials to finished products. The sheer volume of things the company’s Supply Chain professionals handle every day might lead the casual observer to conclude that at least a few work-related injuries would be inevitable. And without extreme diligence, that would surely be the case.

So it is nothing short of amazing that during the six-month period from August 1, 2018 through January 31, 2019, Diversey’s global Supply Chain team, comprising hundreds of dedicated employees worldwide, sustained no recordable injuries. Not even one. This clearly is not the sort of accomplishment you chalk up to good luck.

To be sure, Diversey takes great pride in actions it takes throughout the year to insure employee safety. Reaching this six-month milestone is a validation of that commitment, reflecting a culture of safety that Diversey’s Supply Chain teams have developed and nurtured over many years. Important aspects of that culture include near-miss reporting, behavior observations, ongoing training, and incorporation of safety into everyday work practices.

Examples abound. At our facility In London Ontario, Canada, for example, safety is discussed in all meetings, projects and business decisions. Pre-shift production meetings include discussions of safety incidents from the previous shift. Safety issues such as the importance of wearing personal protective equipment, slips and trips, and regularly using pedestrian walkways also are addressed.

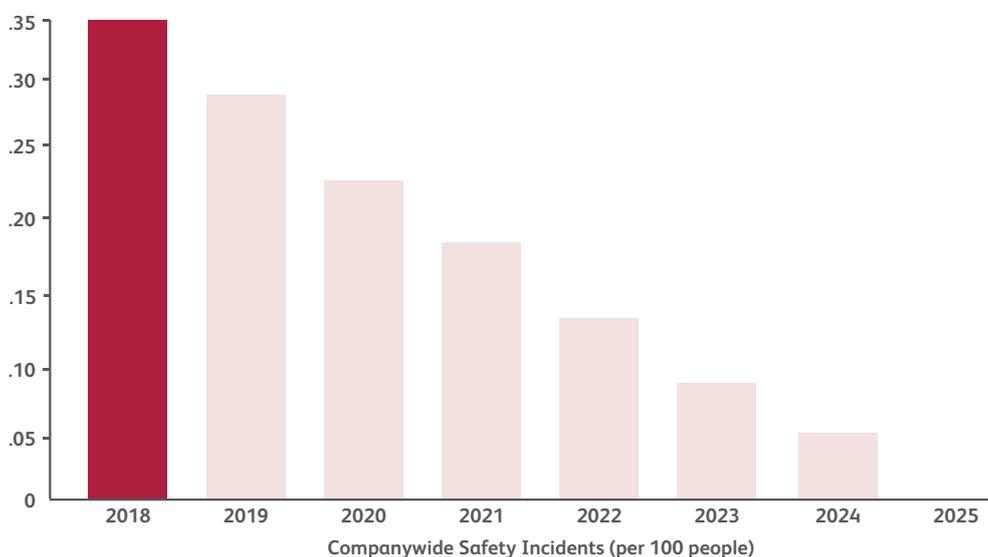
Diversey’s facility in Coates Park, England, annually dedicates an entire day to safety that includes safety simulations and exercises. In 2018, behavioral safety was a key focus. Our team in Bagnolo, Italy marked their fifth consecutive year of “Safety Week” activities, with 100 percent employee participation. Topics addressed included first aid, emergency response, healthy choices, and sustainability.

Diversey’s Supply Chain teams today are focusing on near-miss reporting, which involves reporting incidents that have the potential to become a recordable injury if corrective actions are not taken. In January 2018 globally, teams reported 108 near-miss incidents, slightly more than half of which were reported by Latin America (LATAM) region. Near-miss reporting is essential to identifying hazards and implementing corrective actions.

“Safety must be a part of each employee’s behavior,” said Éclair Domingues, Supply Chain vice president for LATAM.

Added Diversey’s Chief Supply Chain Officer Lex Tiedemann: “The safety for all our employees is our number one priority.”

During the six-month period from August 1, 2018 through January 31, 2019, Diversey’s global Supply Chain team, comprising hundreds of dedicated employees worldwide, sustained no recordable injuries.



Supplier Engagement

6

Ensure ethical supply chain by engaging 100% of suppliers with our Supplier Code of Conduct



Diversey has more than 10,000 suppliers around the world providing chemicals, packaging, logistics, equipment, and a wide variety of services. Supplier relationships are a critical component of the quality of Diversey's products and the continuity of our business. Those relationships also present an opportunity to engage suppliers to reduce risk in our supply chain by addressing social and environmental issues.

Diversey's supplier code sets forth requirements in 18 areas covering ethical business practices, confidentiality, legal compliance, sustainable development, and environmental efficiency. In addition to our goal to have all suppliers agree to these practices, we continue to form deeper collaborations with key suppliers to advance common sustainability goals.

For example, we recently partnered with cloud vendors on a series of projects to migrate Diversey's enterprise servers from on-premise data centers to the cloud computing platform, rationalize system software, and optimize our computing efficiency.

We were able to eliminate the need to house and manage proprietary data that has been stored on our own network of 573 enterprise servers. Instead, our supplier now houses that data in the cloud. In this way, they significantly enhance the efficiency of our data storage, reducing the cost of acquiring and maintaining our own network of enterprise servers, while reducing the environmental impact of Diversey's data storage.

The added efficiency of the new cloud platform has resulted in a reduction of 260,000 KWh from Diversey's energy costs, equivalent to reducing Scope 2 greenhouse gas emissions 184 metric tons. This isn't just a case of moving the burden from Diversey to a supplier. Instead, efficiency goals for carbon neutrality and renewable energy mix for our supplier result in truly lower environmental costs, equivalent in this instance to taking 47 cars of the road.

260,000

**KWh
REDUCTION**

=

**184
metric tons**

**SCOPE 2
GREENHOUSE GAS
EMISSIONS**

**Diversey's goal
is to engage 100%
of our suppliers.**

Ethical Business Practices at Diversey

7

Ensure ethical business practices by training 100% of Diversey employees on Code of Conduct



Diversey's commitment to ethical business practices applies to all contractors, employees, officers, and directors. To ensure all obligations and requirements are understood by our associates, annual online training on our Code of Conduct is carried out by our Legal Department. The Code covers a wide variety of topics such as health and safety, discrimination, harassment, freedom of association, child labor, human trafficking, confidential information, product safety, financial integrity, responsible marketing, conflicts of interest, bribery, antitrust issues, and environmental stewardship.

The responsibility to enforce the Code falls to all Diversey employees, associates, and third parties that observe potential violations. Diversey posts the Code online to allow access to suppliers and business partners. The Code also addresses the confidentiality of reporting violations and prevents retaliatory actions. More can be found out at:

<https://diversey.com/code-conduct>

97%

EMPLOYEE PARTICIPATION
Code of Conduct
Training



Imagination drives Diversey's sustainability culture

8

Improve lives of people in the communities we operate with Diversey Creating Shared Value programs for all sectors



With climate change capturing headlines around the world, it's easy to understand the widespread tendency to equate sustainability with environmental stewardship.

But sustainability is in fact multi-dimensional, as reflected in the descriptive phrase "triple bottom line," generally meant to denote not only the need to protect the planet, but also the people who occupy it and the profits required to keep economies afloat. For a business to operate sustainably requires that it keep each of these dimensions in focus.

Diversey not only understands this but has also provided extraordinary examples of what that triple bottom line can look like in action. Over the past five years, Diversey has launched three major corporate social responsibility initiatives that have repurposed waste, provided jobs to people who desperately needed them, and supported the company's growth objectives by securing and expanding the company's customer base.



8

Improve lives of people in the communities we operate with Diversey Creating Shared Value programs for all sectors



Those initiatives – Soap For Hope, Linens For Life, and CoffeeBriques – are true collaborations with customers around the world to “upcycle” waste, provide jobs for the impoverished, and enhance the health and wellbeing of people in need.

Soap For Hope

The premise behind each of these initiatives is simple: waste doesn't need to wind up in landfills, but can be upcycled to create economic and social value from something that otherwise has no value. For example, Soap For Hope involves converting the soap remnants left behind when guests check out of their hotel rooms into new bars of soap.

Diversey works with the hotels to collect their used soap, then trains at-risk people in all aspects of making new bars of soap from what would otherwise be waste headed for a landfill. The new soap is then distributed to the community, addressing a need reflected in the fact that 2.5 billion people around the world lack proper sanitation. According to the United Nations, handwashing with soap is among the most effective and least expensive ways to prevent diarrheal diseases and pneumonia, especially in young children.

As of December 2018, Soap For Hope was up and running in 184 cities in 41 countries, with 653 hotels participating in the initiative. In all, 3,800 tons of used soap has been collected, from which 31.6 million bars of soap have been made.

Linens For Life

Linens For Life grew out of the fact that every year a typical 400-room hotel generates two to three metric tons of used linens, everything from bedsheets to employee uniforms. Instead of sending those linens to landfills or disposing of them in some other environmentally harmful way, participating hotels work with Diversey to distribute their used linens to people who live in slums, trash mountains or even senior centers where residents transform them into a wide range of attractive products, from clothing and stuffed animals, to reusable shopping bags and purses.

Diversey has partnered with NTUC Health Co-operative Ltd. to implement Linens For Life at 12 of its senior centers in Singapore and has done so with three objectives: to help seniors feel useful, to help slow down the progression of dementia, and to serve as an interactive intergenerational activity between seniors and children. The program has proven to be a huge success, giving seniors a sense of purpose that is keeping them vital.

CoffeeBriques

Coffee is the most popular drink in the world, with more than 400 billion cups consumed each year. That amount of consumption generates a serious amount of coffee grounds, most of which are simply thrown into the garbage. In 2018, Diversey showed that that doesn't have to be the case.

Last year, Diversey introduced CoffeeBriques, a corporate social responsibility program that converts used coffee grounds into eco-friendly fuel for cooking and heating. As its name suggests, grounds are compressed into rectangular briquettes that can be used as a fuel source instead of the firewood or charcoal that people in distressed environments rely on.

CoffeeBriques not only provide a cheaper source of fuel, but protects the environment by reducing or eliminating the deforestation that results from using wood as a primary energy source.

And it's not just poor rural areas that are turning to CoffeeBriques. Hilton Hotels in Myanmar recently launched CoffeeBriques in cooperation with Diversey. Over a two-month period, Hilton collected more than 140 kilograms of used coffee grounds, converting them to CoffeeBriques, which are now being used as an alternative to charcoal at Hilton properties in Myanmar.

In sum, each of these initiatives shows what imagination and clear sense of purpose can accomplish – and why Diversey is justifiably proud of its multi-dimensional culture of sustainability.



Innovate Sustainable Solutions

Diversey's R&D and Marketing teams consider sustainability to be a fundamental component of delivering successful innovations to market. Not only does that view help establish our vision to keep sustainability "at the core of all we do," but it also reflects our customers' increasing focus on solutions that support their own sustainability goals.

Diversey has been, and always will be, a pioneer and facilitator for life. We constantly deliver revolutionary cleaning and hygiene technologies that provide total confidence to professionals across all our global sectors.

To maintain our sustainability leadership, Diversey has established 12 "Facilitators for Life" goals. R&D and Marketing are directly involved with many of those goals as they deliver new projects, while maintaining and upgrading our existing product portfolio. Our sustainability focused on innovating sustainable solutions consists of four goals: 100% of new technologies utilize an integrated sustainability scorecard in our innovation process; decreasing our packaging footprint; 100% compliance with our Responsible Chemistry Policy; and quantifying the sustainability value of Diversey products and solutions for customers.

9

Quantify the sustainability value associated with Diversey products and solutions



Quantified Sustainability Value

Diversey has been quantifying the sustainability value of our products and solutions for close to 100 years. While it may have gone by different names over the years, showing customers how Diversey can help make their operations more efficient has been a consistent message since the beginning of the company.

As the examples to follow and a host of other initiatives illustrate, Diversey does indeed keep sustainability at the core of everything it does. Putting numbers to our claims helps our customers see the real value of what we bring. We are proud to say that that is something that has been true for as long as we've been in business – and something that will never change.

10

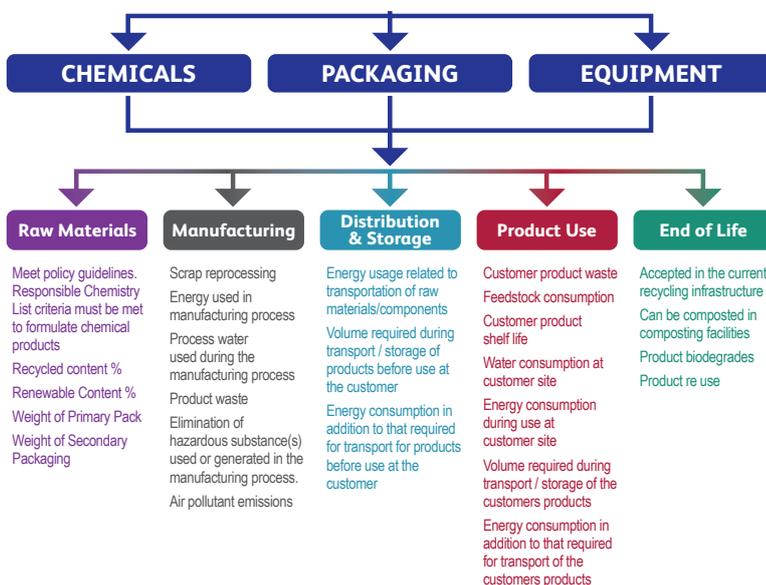
Integrate sustainability scorecard into innovation process for 100% of new technologies



Sustainability Scorecard

Diversey's sustainability scorecard has three technology platforms: chemicals, packaging, and equipment. Across each of these platforms, there are criteria to identify opportunities to enhance the sustainability performance of a new product by looking at each stage of the product life cycle.

The scorecard has the technical framework to help uncover ways to integrate additional sustainability attributes in the project. However, the real strength of the approach is to facilitate a discussion between R&D, Marketing, and Sustainability that occurs early in the process. By stimulating multi-disciplinary brainstorming during the initial part of the innovation funnel, we avoid having sustainability becoming an 'after the fact' consideration that is only done just prior to product launch.



100%
Innovations
2018

11

Reduce our packaging footprint and increase the recyclability of our plastic packaging



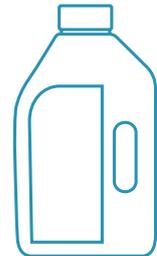
Reducing Diversey's packaging footprint

Diversey continually strives to deliver the most sustainable packaging possible in order to reduce both our, and our customers' environmental footprint. For decades, we have decreased our packaging footprint by light-weighting packaging, increasing the chemical concentration of products, using more recycled content, and enhancing the recyclability of our packaging. These four approaches have resulted in huge reductions in single use plastics and corrugate cardboard.

In 2018, for example, we reduced the amount of virgin wood in our corrugated packages by more than 9,100 tons, which is the equivalent of saving nearly 55,000 trees. We also have reduced significantly the amount of plastic used in our bottles. By reducing the weight of just one bottle – our Ergo Gallon Bottle – 9 percent, we eliminated approximately 105,000 pounds of plastic.

Diversey also has designed new bottles that are compatible with higher chemical concentrations. Our J-Fill™ bottle alone eliminates an estimated 219 million pounds of plastic. Based on the average dilution rate, each J-Fill bottle replaces 554 ready to use bottles.

So while our R&D team has made substantial progress reducing Diversey's packaging footprint, we continue to delve deeply into understanding better what responsible packaging means for our customers, determined to advance their sustainability goals in the most efficient and effective ways.



12

Improve safety and environmental profile of products through 100% compliance with our Responsible Chemistry Policy

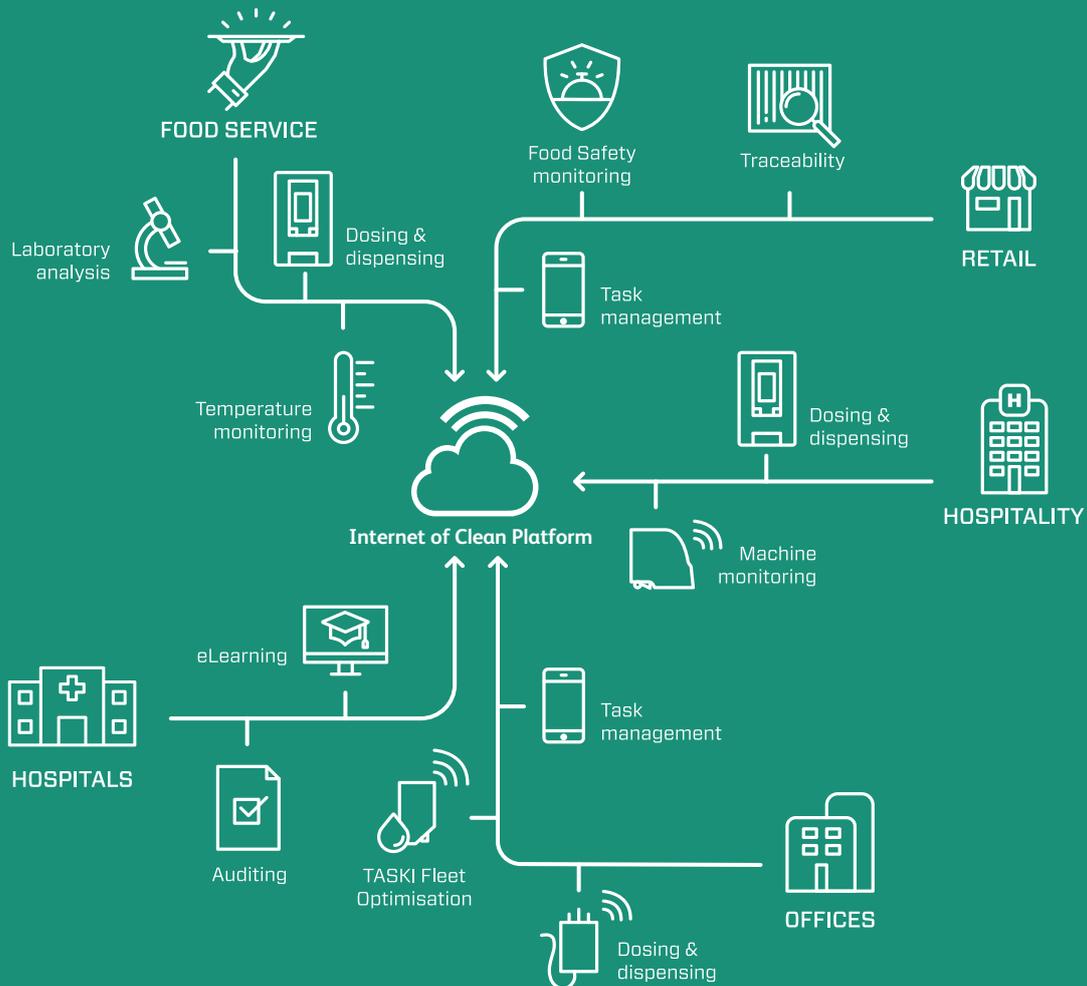


Responsible Chemistry Policy

In support of our commitment to green chemistry, Diversey has established its Responsible Chemistry Policy, determined to ensure that our products are safe for our customers and the environment. Our Regulatory and Toxicology team monitors compliance with regional and local regulations and makes sure that our customers receive complete information on the safe handling and use of our products.

In addition, R&D actively addresses the use and/or restriction of specific chemicals where academic or public concerns are raised. All chemicals are classified into one of five categories from “banned” to “free to use.”

Diversey brings laundering, dishwashing into the 21st century



Doing laundry and washing dishes are likely low on the list of things most people think of when considering the myriad of ways emerging technologies have transformed the way we do things. But as new warewash and laundry technologies from Diversey illustrate, there's a lot to be said for digitizing even those recurring tasks.

Hotels, for example, do a lot of laundry, tons of it every day. The cost, time required, and environmental impact of a hotel's laundry operations are both significant and easily quantified.

With those factors clearly understood, Diversey has developed a comprehensive laundry program for washing at low temperature called Clax Advanced. With this program, you can reduce water and energy consumption, which, in turn, reduces greenhouse gas emissions; shortens the time it takes to complete a load of laundry; and, as a result of these improvements, reduces laundry expenses. Clax Advanced is now supported by a new innovation called IntelliLinen: the ultimate evolution in managing laundry operations.

Rather than requiring on-site employee involvement in the washing process, IntelliLinen monitors laundry operations remotely, providing in-depth data 24 hours a day, seven days a week. Dosing and dispensing likewise can be programmed remotely. Laundry personnel simply log into the IntelliLinen Dashboard on their hand-held tablet to get real-time visibility into linen loads and wash performance, as well as water, energy and chemical consumption. The program also notifies users when something is wrong in their laundry operation, so that corrective action can be taken immediately.



As a result of these advances in laundry management, IntelliLinen:

- Reduces the costly, labor-intensive and disruptive need to re-wash laundry;
- Provides consistent automated quality checks with actionable insights that increase our customers' overall wash quality;
- Controls costs by checking chemical levels, water flow and the dispensing system; and
- Lightens the environmental impact of a hotel's laundry operations

Bob Busman, rooms-division manager for the Radisson Hotel Dubai Deira Creek, summed up the advantages of Diversey's game-changing Clax Advanced program this way:

"In a nutshell, we're saving in all areas. We're saving in terms of water consumption. We're saving in terms of energy consumption. We're saving in terms of time spent. So that's not only a reduction of our carbon footprint and our water footprint, that's also a reduction in expenses."

"By having our laundry management monitored by the IntelliLinen program 24 hours a day, we can control the water we use, the dosing of chemicals and it helps us a lot with our sustainability strategy," says Christos Giasiklis.

IntelliDish™

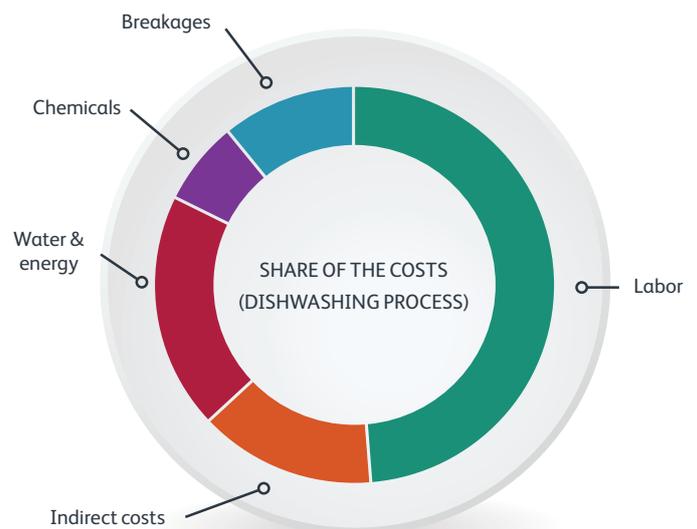
Similarly, Diversey thoroughly analyzed the issues foodservice providers must address to keep their tableware clean and hygienic. The result is IntelliDish, a clever way of dishwashing that answers the question: What if there was an analyst in every kitchen, monitoring performance and ensuring systems were running at optimal efficiency?

Diversey's IntelliDish connects kitchens to the cloud, making remote performance management a reality. IntelliDish:

- Identifies and solves issues in real time;
- Automatically assures hygiene compliance;
- Brings transparency to the cost of dishwashing; and
- Makes the best use of your resources.

With IntelliDish, water, energy and chemical usage are optimized. The need to rewash dishes, which averages between 8% and 10% industry wide, is substantially reduced. In sum, IntelliDish provides actionable, real-time insights into every aspect of the dishwashing process, reducing labor time, as well as water and energy consumption, while delivering proactive maintenance advice. IntelliDish is, in other words, like having an analyst in your kitchen.

Measurable added value*



*According to western european & north american market situation

Diversey's DivoMask: "Thinking outside the bottle"

The brewery reduced CO₂ emissions by 192 tons.



Glass bottles have been the packaging format of choice for the brewing industry for decades, with both single use and returnable glass systems in operation around the globe. Using returnable glass can be a more sustainable option, however it is a costly investment. Returnable glass bottles are expensive, usually costing about 20 cents U.S. per 12-ounce bottle. If a brewery had to replace every bottle after a single use, the cost of its product would be prohibitive and although glass is ordinarily 100 percent recyclable, the amount of CO₂ generated in the bottle-making process is significant.

So extending the life of a glass bottle is both good for business and good for the environment. And extending the life of glass bottles is exactly what Diversey's DivoMask was developed to do.

The challenge DivoMask addresses is for the most part cosmetic. Bottle-to-bottle abrasion in the bottling line, followed by caustic etching in the bottle washer, leaves glass bottles scuffed and unattractive. The more bottles go through that process, the more their appearance deteriorates.

The DivoMask spray applicator system applies a polymer coating to used bottles after washing that masks the scuffing bottles sustain over time. The scuffing typically appears as a white film on the bottle, which is unattractive to consumers.

In 2018, a large brewery in Africa conducted a week-long test of DivoMask on its bottle fleet, many of which were being circulated up to 90 times. The brewery was facing issues with the appearance of those bottles. Previous solutions the brewery used to address that issue resulted in oily, sticky bottles and negative consumer feedback.

Before and after applying DivoMask, the brewery measured scuffing. The result was phenomenal: By applying DivoMask, scuffing was reduced more than 50 percent, significantly improving the appearance of the bottles. And because of DivoMask's rapid drying time, none of the bottles felt oily or sticky. Importantly, the process did not hinder date stamping of the bottles.

The results were not only noticed by the brewery, consumer shopper sampling showed that the improved look and feel of the bottles led to the brand being perceived as more premium product and led to increased sales.

On an annualized basis, the protection DivoMask has provided the brewery's bottle fleet has reduced by 550,000 the number of bottles sent to landfills, saving \$110,000. To be clear, the per-bottle cost of DivoMask is less than one-half of one percent of the cost of a new bottle.

By significantly reducing the number of new bottles it had to purchase, the brewery also reduced CO₂ emissions by 192 tons. It's important to note, that the CO₂ footprint of returnable glass bottles is less than 50 percent of PET plastic bottles and 25 percent less than aluminum cans.

In sum, DivoMask reduces breweries' costs, helps protect the environment, and satisfies customers who want to know that their favored beverage brand is the best it can be.

New luxury hotel chooses Diversey's SURE® line of cleaning products

The QO is a new eco-chic hotel in the trendy Amstelkwartier district of Amsterdam, The Netherlands. London's The Daily Telegraph newspaper described QO as a "genuine and imaginative commitment to sustainability." Opened in May 2018, the 288-room property boasts everything from a greenhouse and fish farm on its roof to geothermal heating and locally sourced cuisine.

Consistent with their commitment to sustainability and to the health and well-being of their staff and guests, QO management chose Diversey's comprehensive SURE line of plant-based, 100% biodegradable cleaning products to make sure they lived up to their customers' – and their own – expectations.

"We were looking for a different way of cleaning," said Naomi Bakker, QO's housekeeping manager. "Sustainable cleaning is important (to us). Diversey's SURE line is good for our staff and good for mother nature."

Explaining why Diversey's SURE line was the right cleaning and hygiene solution for the QO, kitchen manager Alexander Brouwer said: "We want to work in a sustainable way, but we don't want to make any concessions about luxury and lifestyles."

Diversey's SURE line of organic cleaning products has proven successful in a wide range of commercial sectors, from healthcare and hospitality to facility management and food service. And that, to be SURE, is good.

"Diversey's SURE line is good for our staff and good for mother nature."

SURE
THE POWER OF NATURE



Hilton Supply Management presents prestigious award to Diversey



Among the product innovations Diversey has introduced to Hilton, one of the most recent is IntelliLinen, which enables round-the-clock remote monitoring of a hotel's laundry operations



In November 2018, Hilton Supply Management (HSM) held its first-ever Global Supplier Summit. At the event, held at the Capital Hilton in Washington, D.C., HSM chose only three of its more than 2,000 global suppliers to receive special recognition. Diversey was one of those three suppliers.

HSM awarded its Green Leader Award to Diversey in recognition of the company's industry-leading sustainability initiatives and environmentally-friendly products. HSM, a division of Hilton Worldwide Holdings, Inc., annually procures more than \$5 billion in products in a total of more than 90 countries worldwide.

Among the product innovations Diversey has introduced to Hilton, one of the most recent is IntelliLinen, which enables round-the-clock remote monitoring of a hotel's laundry operations. This new level of fabric care has reduced the environmental impact of Hilton's laundering by generating significant water and energy savings, while improving the quality of the laundry process.

Still, linens, like all the myriad products Hilton procures, eventually need to be replaced. When that need arises, Diversey is there to provide a unique solution that is both creative and socially responsible.

The solution is called Linens For Life. Instead of discarding their used bedsheets, pillowcases, towels, tablecloths and the like, participating Hilton hotels work with Diversey to recycle their used lines to help meet the needs of their host communities, including disaster relief and job creation, while reducing the hotel's waste.

Linens For Life was introduced following the successful launch of another Diversey initiative called Soap For Hope. Under that program, Diversey personnel work with participating hotels to repurpose the remnants of the bars of soap that guests leave behind when they check out. The process creates jobs for people who need jobs, while keeping waste out of landfills. So far, Diversey has launched Linens For Life and Soap For Hope at 145 Hilton properties, a number that continues to grow. Both programs today are included in Diversey's value proposition to the hospitality sector.

Diversey has had a working relationship with Hilton for more than 30 years and currently does business with 1,200 Hilton properties, approximately 200 of which are in the United States. The rest are spread out among 100 countries on six continents.

Diversey is proud to be an example of what Hilton Supply Management means when it says: "We don't find suppliers. We find partners."

Diversey has had a working relationship with Hilton for more than 30 years and currently does business with 1,200 Hilton properties, approximately 200 of which are in the United States. The rest are spread out among 100 countries on six continents.

LATAM team shows how less is more



Diversey takes pride in the focus its technologies bring to helping our customers manage their resources effectively, believing that at its core sustainability equates to substantially reducing, if not eliminating waste. To understand what this means in practical fact, consider two examples from Diversey's team in Colombia.

DiveEasy™

Almacenes Exito S.A. is the leading retail brand in Colombia and operates a total of 1,600 stores throughout South America. The company's offerings include prepared foods, made in its in-store kitchens. And that, in turn, means there's an ongoing need to clean kitchen utensils, everything from broiler parts and oven racks, to fry baskets and filters.

For customers like Almacenes Exito, Diversey's DiveEasy is the ideal solution. The DiveEasy soaking system using the tank and the Suma Carbon Remover efficiently and effectively removes grease. As a result, DiveEasy minimizes time, labor, water, chemical use, and equipment replacement, making kitchens safe and sparkling clean, while reducing costs.

Regular use of DiveEasy removes soil before it can accumulate and turn into carbon buildup. And an alkalinity indicator enables users to understand when it is time to prepare a fresh solution.

DiveEasy's sustainability benefits include a saving of more than 100 liters of water per day per store. What's more, the system uses room-temperature water, so no heating is required. Also, a single DiveEasy solution can be used 24 hours a day for as many as 30 days. The customary alternatives to DiveEasy are caustic and solvent degreasers, which are not only corrosive, but also dangerous. DiveEasy is neither corrosive nor dangerous.

TASKI® Swingo 755B

Meanwhile, Colombia's Ara chain of neighborhood grocery stores had a different need: keeping their floors in tip-top shape. Ara, which has 532 stores in Colombia, is owned by Jeronimo Martins (JM), a Portugal-based international group that operates in the food distribution and specialized retail sectors.

With an eye well-trained on customer satisfaction, JM has purchased about 500 TASKI Swingo 755B floor-care machines from Diversey. The TASKI line of floor-care machines enjoy a reputation across industries for durability, dependability, efficiency, and ease of use. TASKI with IntelliFlow™ saves 76% water and chemicals compared to similar units without IntelliFlow.

The sustainability profile of TASKI machines also is second to none. Over the last three years, Diversey's TASKI Swingo 755B has reduced Ara's water consumption by about 1,750,000 liters. Diversey also is working with JM to eliminate chemicals in floor washing, which, in turn, will eliminate chemicals in the stores' wastewater.

In sum, TASKI's value proposition is clear: provide the best looking, safest commercial floors possible while significantly reducing water consumption and eliminating chemicals, thereby reducing costs and protecting the environment. And that, like DiveEasy, is what sustainability looks like in practical fact.





Diversey has been, and always will be, a pioneer and facilitator for life. We constantly deliver revolutionary cleaning and hygiene technologies that provide total confidence to our customers across all of our global sectors.

Diversey is headquartered in Fort Mill, SC, USA. For more information, visit www.diversey.com or follow us on social media.

