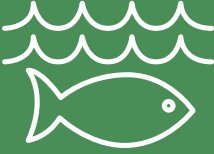



# Improve your carbon footprint with sustainable cleaning.


## Did you know?




In **2050** there will be more plastic than fish in the ocean<sup>5</sup>




Europe generates **17.8** million tonnes of plastic packaging waste yet only **42.1%** is recycled<sup>1</sup>




By **2050** the European Union aims to be climate-neutral<sup>4</sup>



**50%** increase in CO<sub>2</sub> levels since industrial revolution



Over the last **28** years, we have more fossil fuel emissions than previous **237** years<sup>2</sup>



**40%** more emissions are generated each year compared to 1990<sup>3</sup>

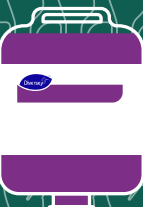
## Significant changes in regulations and policies must take place

- 1. Global trend towards more regulation of (plastic) packaging E.g. ban on single use plastics in Italy, India and China
- 2. EUR eco-certification schemes: 2023 criteria may include packaging recyclability criteria Recyclability = mono-material
- 3. 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

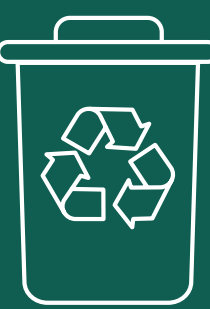




Spray bottles are refilled over and over again, can be minimizing plastic waste.


YOU BUY		YOU USE
	<b>6</b>	
	<b>667</b>	
	<b>1600</b>	
Dilution rate 100%		
Dilution rate 2%		
Dilution rate 0.5%		

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 CO<sub>2</sub> 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"

