

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
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.

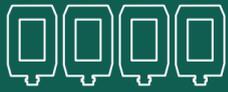
YOU BUY



Dilution rate 100%



Dilution rate 2%



Dilution rate 0.5%

6

667

1600

YOU USE



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"

