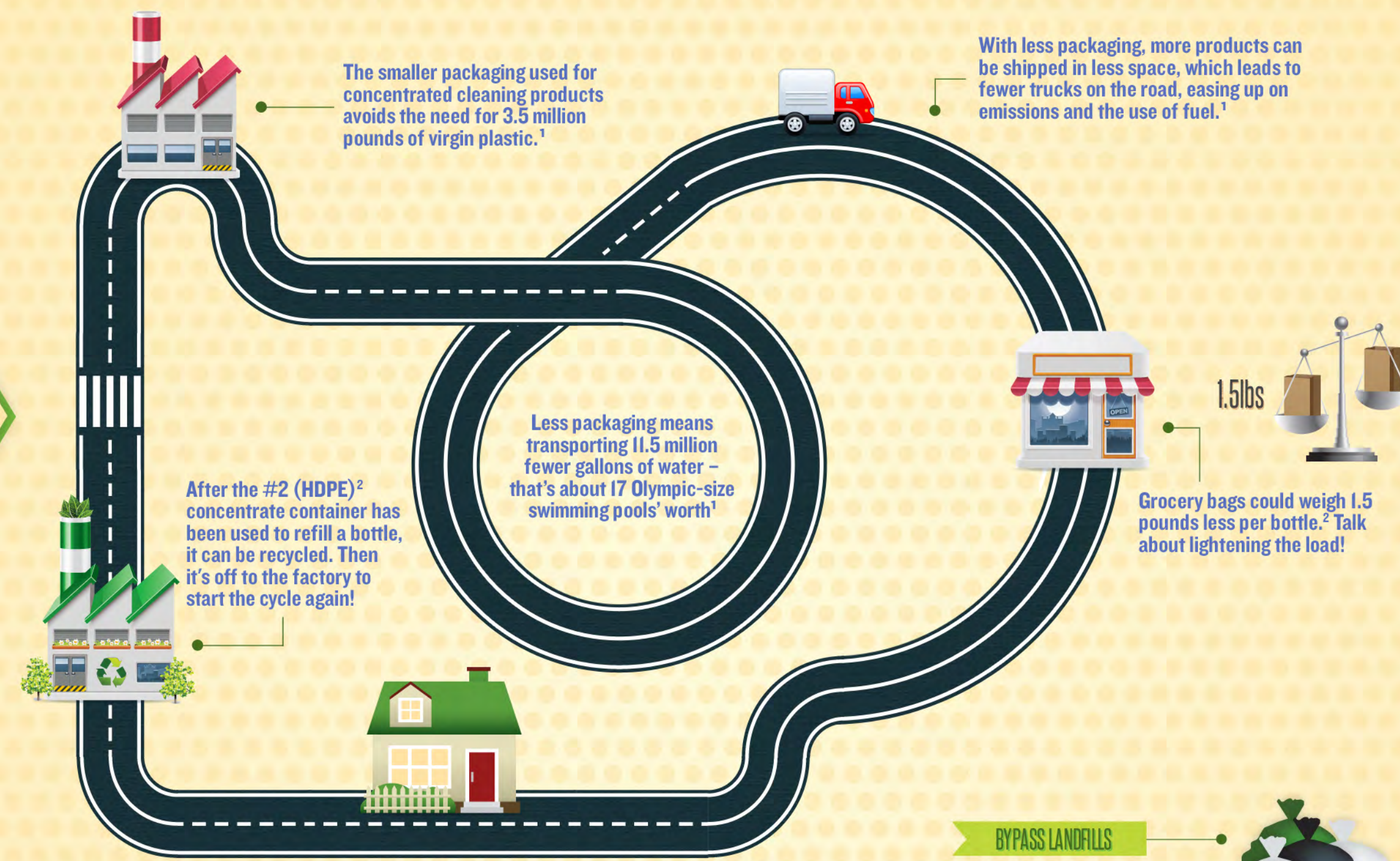


THE ROAD TO REFILLS



If just 20% of the 320 million cleaning products in trigger bottles sold each year were refilled with concentrates, we’d save more than 7 million pounds of plastic – the weight of 1,170 minivans.

And if using these refills became the norm, the savings wouldn’t stop there.

MAKING THE CASE FOR CONCENTRATED CLEANING PRODUCTS*

75% 75% of Americans feel good when they take steps to help the environment

38% 38% think individuals should take the lead in addressing environmental problems and issues

29% 29% think business and industry should take the lead

¹ Based on concentrated refills replacing 20% of the 320 million cleaning products in trigger bottles sold each year. ² Based on SC Johnson concentrated refill packaging



GOOD THINGS COME IN SMALL PACKAGES.

Starting with Windex® Mini and expanding to other popular cleaning products, SC Johnson is at the forefront of bringing easy-to-use, easy-to-recycle concentrated refills to consumers.



IT ALL STARTS WITH YOU.

If shoppers start asking for concentrated refills from retailers, retailers would start asking for them from manufacturers and manufacturers would start producing them in mass. With your help, more green options could end up on the shelves of your favorite store.