



# WHAT MATTERS MOST

GOJO 2013 SUSTAINABILITY REPORT





The GOJO Purpose:  
Saving Lives and Making  
Life Better through  
Well-Being Solutions

# A Message

## from our CEO and Vice Chair

---



**Joe Kanfer**  
Chief Executive Officer



**Marcella Kanfer Rolnick**  
Vice Chair

Friends and Fellow Travelers on the Sustainability Journey:

2013 was another great year of progress on the GOJO sustainability journey! At GOJO, we continue to incorporate sustainability into everything we do through what we call Sustainable Ways of Working (SWOW<sup>SM</sup>)\*. We see sustainability as everyone's job at GOJO – from how we work to what we make. Each of us has the opportunity to create Sustainable Value- social, environmental and economic- for and together with our stakeholders and for ourselves.

The GOJO Purpose – Saving Lives and Making Life Better through Well-Being Solutions – drives us on our sustainability journey. We've seen that when we put the GOJO Purpose at the center of all we do and ask our team members to generate Sustainable Value, anything is possible.

Connecting the people we serve with better health for their lives and their world is what matters most. With this focus, we continually raise the bar and innovate our processes and hand hygiene solutions to deliver ever greater Sustainable Value.

In last year's report, we highlighted the great strides made toward our voluntary 2015 goals of reducing water use, solid waste generation and greenhouse gas emissions, while increasing our hand hygiene delivered in equivalent uses. This year we can proudly report that we have exceeded our goals two years early! It's not just the fact that we exceeded our operational goals but how we got there that is most exciting.

We would like to thank all of our team members who contributed to our Sustainable Value accomplishments in 2013. Our Sustainable Value Enterprise Team has been a source of leadership and support across GOJO. You'll have a chance to learn more about this terrific team as you read through the following pages\*\*.

In this report, you'll see references to our social and ecological "handprint." While the more common term "footprint" refers to the resources negatively impacted by human life, we refer to a handprint as the interrelated objectives for sustaining human life and the ecosystem within which we live. In other words, it goes beyond reducing the negative to expanding the positive.

We truly have come a long way, and we are energized and motivated to keep moving forward. Forward thinking, leading and learning, and continued collaboration with like-minded organizations will help us achieve our long-term social sustainability goal of bringing well-being to one billion people every day.

We welcome your thoughts, look forward to your questions and hope you'll join us on our journey to make life better in sustainable ways.

Sincerely,

**Joe Kanfer**  
Chief Executive Officer

**Marcella Kanfer Rolnick**  
Vice Chair

\*For more information on SWOW, see page 8.

\*\*To learn more about our Sustainable Value Enterprise Team, see page 7.

# Our Sustainability Story Starts with Making Life Better



Goldie and Jerry Lippman  
Co-Founders

GOJO history tells us that our sustainability values spring from our everyday values because they are born of innovation. We are inspired to continue the example of our co-founder, **Jerry Lippman**, of listening to the customer and delivering value that exceeds expectations.

Jerry's approach began in 1940, when his wife and GOJO co-founder, Goldie, and her co-workers at a WWII rubber factory were washing their hands using harsh cleaners that badly irritated their skin. Jerry knew this problem had to be solved, so he set out to develop a new kind of soap that was tough on dirt, without causing irritation.

Jerry's desire for a better hand cleaner signified the beginning of GOJO. Even as he continued selling his products, Jerry never stopped listening or striving for better. He once said about his experience with early innovation, "I learned that if a customer is not happy with you, find out what you have to do to make them happy." For that reason, Jerry worked tirelessly to find the right ingredients and develop the products that would make his customers happy.

"Everything I know I learned from somebody else.  
I listened to my customers."

— Jerry Lippman

## ▶ Continuing Legacy of Product Improvement



Along the way, Jerry found collaborators who were eager to work with him, such as Professor Clarence Cook at nearby Kent State University. His curiosity and industry connections helped Jerry develop product benefits from the emerging science of negative ions which helped clean hands in one step. Cleaning hands without the use of hazardous chemicals remains as important to the company today as it did all those years ago.

Another innovation opportunity arose in 1950 when a shop owner told Jerry that his product was just too expensive. Jerry soon realized that employees were using much more of the cleaner than they needed, and his desire to solve the problem inspired his invention of the first-ever portion-controlled soap dispenser.

Jerry also found help from a machinist who believed in the soap dispenser so much that he was willing to create a permanent mold for it with very little down payment. It seemed everyone he did business with could witness the spirit of innovation at work, and they wanted to be part of it.

Over the decades, GOJO has evolved as a business and is flourishing globally, largely due to the strong values embedded from the beginning. Sustainability is part of the roots of the company. We honor Jerry's legacy when we continue to build upon his example of listening to customers and collaborating to improve our products, our operations and all the lives we touch.

# Walking the Talk: Our Expanded Green Cleaning Program Hits Home

The GOJO Sustainable Ways of Working (SWOW<sup>SM</sup>) approach extends beyond the products we produce and the efficiencies we've built into our operations. In 2013, we took workplace sustainability a step further by implementing a Green Cleaning program for our corporate office through a partnership with one of our customers, ABM Janitorial Services. In the marketplace, we promote the use of our green hand hygiene products within customers' green cleaning programs. By integrating green cleaning into daily operations at our own offices, we are proudly "walking the talk."

GOJO Office Service Manager **Jennifer Johnson** helped implement the program. "As a company, we're all collectively thinking through our processes and products to find ways to reduce negative impacts on the environment, to help the community and increase our teams' well-being at little or no cost to GOJO," said Johnson.

A green cleaning program must use products that meet stringent health and safety requirements, and it must emphasize reduced environmental impacts of janitorial paper products, trash bags and cleaning equipment through a sustainable purchasing program of Environmentally Preferable Products (EPP) and certified products.



**Jennifer Johnson**  
Office Services  
Manager, Workplaces

"As a company, we're all collectively thinking through our processes and products to find ways to reduce negative impacts on the environment, to help the community and increase our teams' well-being at little or no cost to GOJO."

— Jennifer Johnson

## ► Greener, Cleaner and Safer

Harkening back to the days when **Goldie Lippman** was exposed to harmful cleaning chemicals while working in a rubber factory, our green cleaning program is specifically designed to reduce workers' exposure to potentially hazardous chemicals and biological and particulate contaminants that adversely affect air quality, human health and the environment.

We have built our reputation on providing products for the well-being of our customers, so it's only natural that our facilities should be free of harmful fumes, particulates and chemical residues to promote the well-being of our employees and all building occupants.

The ABM Green Care<sup>TM</sup> Green Cleaning Program has also allowed us to reduce solid waste, especially when it comes to disposable paper. For instance, microfiber is now used to clean surfaces instead of paper towels. The microfiber can be laundered several hundred times before being disposed. The switch to microfiber mops and cloths also reduces the amount of water and chemicals needed to clean the floors.



"Like all of our sustainability goals, this program is voluntary for GOJO, but it's another example of the continued commitment to finding ways to tie our sustainable values to the entire handprint of the company. The GOJO focus on positively impacting people's health has far-reaching impacts around the globe, and we also believe in making a positive impact here in our own workplace," said Johnson.



# Sustainability Policy

---

## ► Purpose-Driven Commitment

The GOJO Purpose is to save lives and make life better through well-being solutions. We believe that our enduring commitment to sustainability is imperative to achieving our Purpose. At GOJO, our commitment to sustainability includes how we interact with our environment, as we strive to advance sustainability in all that we do, balancing the social, environmental and economic impacts of our actions.

---

## ► Social Well-Being

As the global leader in hand hygiene, it is our privilege to positively impact world health and enhance the quality of people's lives by helping reduce risks to health and well-being. While we already touch billions, our goal is to bring well-being to one billion people every day through hand hygiene and skin care. In addition to the impact we have on social well-being through the nature of our business, we express our commitment to social well-being by investing in and creating a workplace and supportive culture for our employees and partnering with organizations that advance sustainability, public health and education in the communities where we operate.

---

## ► Sustainable Ways of Working (SWOW<sup>SM</sup>)

Sustainable Ways of Working, or SWOW, is the term we use at GOJO to describe our approach to changing the way that we think and work, embedding sustainability into everything we do. We believe our business, and everyone touched by it, will benefit from SWOW through our profitable new growth, disruptive innovation and resource efficiency. We believe Sustainable Ways of Working will create value for GOJO and our stakeholders – employees, customers, suppliers, partners, communities, society, and our ecosystem – now and for generations to come.

## ► GOJO is Committed to these SWOW principles:

### Leading and Learning

We dedicate ourselves to leading our industry in sustainable practices and solutions while continuously expanding our knowledge and commitment to finding better ones. We are dedicated to leading the skincare category in promoting the health and safety of people while protecting the environment. We do our best within the changing current reality, and we innovate to lead the way.

### Proactive Continuous Improvement

Sustainable Ways of Working means establishing ways of thinking and working that drive progress today, while taking into account the needs of future generations. We consider life cycle principles to inform decisions and strive to predict and proactively manage the impacts of our actions. We constantly track, improve, measure and communicate our results.

### Economic Responsibility

We use sound judgment, integrity and creativity to make prudent economic decisions that generate a return on investment for our company and stakeholders.

### Environmental Management and Compliance

GOJO facilities and operations comply with all applicable government requirements. We establish and maintain appropriate environmental management procedures and pollution prevention measures for the nature of our operations, while identifying and managing environmental risk responsibly. Sensible and responsible environmental management is an objective for every GOJO employee. Our employees are expected to be familiar with and practice Sustainable Ways of Working.

### Stakeholder Collaboration

At GOJO, we listen to our stakeholders and purposefully engage in meaningful dialogue to advance sustainability objectives.

We seek relationships with a full spectrum of stakeholders to create attachment, accomplish breakthrough results and lower risk. Through stakeholder collaboration, we find common ground and create win-win situations.



# Sustainable Value Enterprise Team: Championing Policies to Accelerate Sustainable Value

The GOJO Sustainable Value Enterprise Team (SVET) is a cross-functional team formed in 2011 and made up of representatives from multiple workgroups at GOJO including Marketing, Product Management, Value Chain Improvement, Regulatory Affairs and Research & Development. The SVET was developed to help achieve GOJO sustainability goals by advancing core sustainability strategies, embedding sustainability principles, and recommending and advancing the company's annual Sustainable Value priorities.

The SVET team is the primary vehicle for sustainability governance at GOJO. While SWOW<sup>SM</sup> is the approach we take to reinforce sustainability principles within the culture, the SVET is the way we ensure sustainability initiatives stay relevant and impactful. "This team is not just looking internally at what goals we should set for improving the GOJO handprint – both in terms of reducing our environmental impact and increasing our social impact – it is actively looking outward at the market, thinking about the business landscape, and determining what our priorities should be and how we can advance them," said Global Sustainability Marketing Director **Nicole Koharik**.



**Randy Bakes**  
Global Marketing  
Vice President



Stephanie Bock, Casey Krysiak, Randy Bakes, Nicole Koharik, Tom Marting, Katie Dye, Doug Detwiler, Antonio Quinones, Kristen Hartzell

"My role as sponsor is to help bridge the enterprise perspective with the sustainability goals set by the team and bring them into full alignment. My job is getting easier all the time because sustainability is becoming more and more integral to all we do."

—Randy Bakes

## ► Policies to Guide Product Design Decisions

The team championed a significant milestone in 2013 when it led the development of the first-generation sustainable chemistry and packaging policies at GOJO. These policies and supporting strategies are building on the successes GOJO achieved when it established an early leadership position in sustainability by launching the industry's first green certified soaps in 2006 and first green certified hand sanitizers in 2010.

These policies will guide our thinking and decision-making regarding material selection and process enhancements, resulting in accelerated Sustainable Value through continuous improvements to our product portfolio. Our sustainable chemistry initiative is energized by our commitment to offering industry-leading safe and effective hand hygiene solutions

that help achieve customer sustainability goals and meet their evolving preferences. We advance these objectives by using sound, science-based evidence and leading with whole-product safety. This approach entails addressing both the hazards of individual ingredients, as well as other aspects, such as efficacy, skin health and additional factors contributing to overall performance.

Our sustainable packaging policy declares our commitment to use life cycle thinking and LCA-based metrics to guide decisions and identify continuous improvement opportunities. This focus includes high efficiency, source reduction and more sustainable materials when possible, without compromising packaging function and integrity. For us, sustainable packaging translates to greater efficiency for our customers and the entire value chain.

# Sustainable Ways of Working (SWOW<sup>SM</sup>):

## Creating Sustainable Value Through Our Daily Work

“Today, while sustainability is a source of competitive advantage, tomorrow, we see it as a business imperative because it is the right thing to do, a smart approach to business, and customers will require it.”

— Nicole Koharik

The GOJO sustainability commitment is comprehensive and goes way beyond the products we create. At the core of our commitment is Sustainable Ways of Working (SWOW<sup>SM</sup>), which influences the way we think and work every day. We apply SWOW to everything we do to generate Sustainable Value and even greater social, environmental and economic value for our business and our stakeholders, and we’ve made some incredible strides along our journey.

SWOW was first introduced in 2009, and it is the way we integrate sustainability principles into our daily ways of working, including our policies and processes. It has given us an opportunity to drive improvements from the grass roots and leadership levels, resulting in innovative, sustainable solutions across all areas of the company.



### ► How SWOW Came to Be

At the first GOJO sustainability summit, the company engaged hundreds of employees and external stakeholders with a focus on accelerating GOJO Purpose and Vision through Sustainable Ways of Working. This process entailed dreaming together about the value that embedding sustainability into our daily work could create for GOJO and for our many stakeholder groups.

It was at that summit that SWOW first took root, inspired by our work in 2000 on NWOW<sup>SM</sup> (New Ways of Working). Just five years later, SWOW has become part of our DNA and Sustainable Value is a lens through which our team members evaluate project decisions in an effort to drive new product innovation.

### ► How We Translate SWOW Thinking to Results

Throughout this report, we’ll give examples of how people across different areas of the company, inspired by SWOW, have championed improvements that increased Sustainable Value at GOJO. Some will illustrate the power of what is possible when creative minds come together to find a solution – like how the supply chain team worked to eliminate waste in the shipping process, saving the equivalent of about 1,275 trees every year (pg. 18). Some stories also illustrate the power of what is possible when we put GOJO Purpose at the center of all we do – like how PURELL<sup>®</sup> Advanced Hand Sanitizer is helping students and teachers avoid absenteeism in schools (pg. 10) and also helping Nigerian mothers and newborns reduce the perils of infectious diseases (pg. 24).

**Sustainable Ways of Working (SWOW)** – The GOJO approach to changing the way we think and work in order to embed sustainability into all aspects of our business.

**Sustainable Value** – Sustainable Value is about creating value for an enterprise and its stakeholders. It’s about making business decisions that are good for life and the ecosystem while being profitable to an enterprise and its stakeholders.



# Human Touch is More Than Physical: Social Well-Being at the Heart of Sustainability for GOJO

The most meaningful contribution we can make at GOJO is in the domain of social sustainability. It is our privilege to enhance the quality of life for people by helping to reduce the risks to health and well-being in many ways. Inspired by our Purpose of Saving Lives and Making Life Better through Well-Being Solutions, we are always looking for opportunities to take steps toward our long-term goal to Bring Well-Being to One Billion People Every Day. Read on to learn about the new plans we developed to keep people well in 2013.

GOJO Social Sustainability Goal:  
Bring Well-Being to One Billion  
People Every Day



**Marty O'Toole**  
Hand Hygiene Compliance  
Business Team  
Vice President



**Todd Brezler**  
Clinical Application Program  
Product Development  
Director

## ▶ Continuing Legacy of Product Improvement

Quality of life is at the heart of what matters most at GOJO, and our new Hand Hygiene Compliance Monitoring Solutions are providing more opportunities to save lives by promoting accountability for hand hygiene and improving well-being outcomes for hospitals.

The World Health Organization and Centers for Disease Control and Prevention agree that the biggest single driver of illness is people not practicing effective hand hygiene. The CDC Hand Hygiene Guidelines for Healthcare recommend use of an alcohol-based hand rub for routinely decontaminating hands when hands are not visibly soiled.

Further, studies referenced in the CDC Hand Hygiene Guidelines demonstrate alcohol-based hand rubs are more effective for routine hand hygiene by healthcare workers than non-antimicrobial soap or antimicrobial soap. Despite this guidance, many healthcare workers do not sufficiently practice effective hand hygiene behaviors, and hospitals are experiencing an urgent need to keep Hospital Acquired Infection (HAI) under control.

GOJO developed the innovative GOJO® SMARTLINK™ System, a comprehensive 24/7 hand hygiene compliance activity monitoring and automated data collection system, to help customers achieve better outcomes through information-based hand hygiene compliance management. The solution includes innovative tools and training along with the industry's most trusted hand hygiene formulations and dispensers. The GOJO SMARTLINK System is currently being implemented in 10 hospitals in North America and is gaining greater traction.

“The work we are doing in Hand Hygiene Compliance effectiveness really is most important along the vector of social sustainability,” said Vice President of Hand Hygiene Compliance Solutions **Martin O'Toole**. “This is about the well-being of people. A lot of the institutions where our products are used are places where human harm is caused if people don't wash their hands the way they're supposed to.”

Product Development Director for GOJO SMARTLINK Clinician-Based Support, **Todd Brezler**, says that, in his experience, nurses want to do the right thing. They care about their jobs and their patients, but because they are so busy and have so many priorities, it's hard to fit in hand hygiene. “We can bring in our team of nurses to help them understand where they're missing hand hygiene events, to get down to the root cause,” explains Brezler. “Oftentimes, it can be work-flow related, or it could be the dispensers and where they're placed. There are a lot of different reasons for it. Really, it's about working with the nurses to help them do their job better.”

Hand Hygiene Compliance Monitoring and Hand Hygiene Compliance Solutions is something we have been thinking about and working on for more than eight years. We have seen an opportunity not just to put new products into these facilities, but also make sure they're used correctly at the right time. A product that isn't used properly doesn't really help anyone. This reality is driving us to move from being a maker of hand hygiene products to a leader in hand hygiene process management.

If we can improve well-being touch by touch by touch, then on a macro scale, we can chart a course to increase healthy hygiene habits for long-term social sustainability.



**PRACTICE  
Greenhealth™**  
MEMBER

## ▶ GOJO Joins Practice Greenhealth

Healthcare employees are busy saving lives every day, and a growing number of healthcare industry stakeholders see the opportunity to create healthier hospital environments and recognize that saving people today doesn't have to be at the expense of saving the earth for future generations. Practice Greenhealth is a non-profit agency leading the way to connect institutions and corporate leaders in the healthcare community that have made a commitment to sustainable, environmentally preferable practices and solutions.

GOJO is proud to announce becoming a member of Practice Greenhealth in 2013. "GOJO has provided hand hygiene solutions for the healthcare industry for more than 20 years," says Global Sustainability Marketing Director **Nicole Koharik**. "We know that one of the single most important measures to reduce Hospital Acquired Infections is effective hand hygiene. Our job at GOJO is to develop solutions that are safe, effective and sustainable. Practice Greenhealth membership will enable us to make more connections with others working to promote sustainability in healthcare to accelerate our results."



**Annie Weitz**  
Product Systems Manager

## ▶ PURELL® Hand Sanitizer Promotion Helps K-12 Schools Reduce Illness-Related Absenteeism

At GOJO, we created a K-12 EXTRA CREDIT program for schools to earn free PURELL hand sanitizer because schools are constantly facing budget challenges, especially in the wake of the 2010 foreclosure crisis. This crisis impacted the amount of funding available to many schools, and we saw that, while most have soap and water, many were unable to afford a PURELL program. There are several critical areas in schools where soap and water are not accessible, like outside the cafeteria as kids are entering and leaving. With our spirit of innovation, we started to look at ways to assist customers who were already using our foam hand soap by providing enough PURELL hand sanitizer for these schools to enable easy reach near cafeterias, in classrooms and in other high-traffic areas.

Our K-12 EXTRA CREDIT program promotes wellness in schools even in the face of budget cuts. We know that the lack of hand hygiene in schools impacts learning, since illness contributes to about 144 million lost school days a year.

One school-based study published by the American Journal of Infection Control compared student absenteeism caused by illness in classrooms that used PURELL Hand Sanitizer regularly as part of a hand hygiene educational program with classrooms that did not. This study showed that absenteeism was 51<sup>1</sup> percent lower in classrooms that followed regular hand hygiene practices, and other such studies show similar findings.

"Absenteeism in schools is a problem that doesn't just affect the students and their learning; it affects the parents of sick kids, too," says Product Systems Manager **Annie Weitz**. "We are proud of the positive impact of this program and how it is helping our educators do the best job they can to educate the next generation."

<sup>1</sup>Reference: AJIC: American Journal of Infection Control. 30(4):217-220, June 2002. Guinan, Maryellen a,b; McGuckin, Maryanne Dr ScEd, MT (ASCP) c; Ali, Yusef PhD d



As a company, we worked hard to innovate our processes and find new ways to reduce water and energy use and reduce our waste. By the end of 2013, we exceeded our goals – two years early!

# The Impact of Process Innovation

---

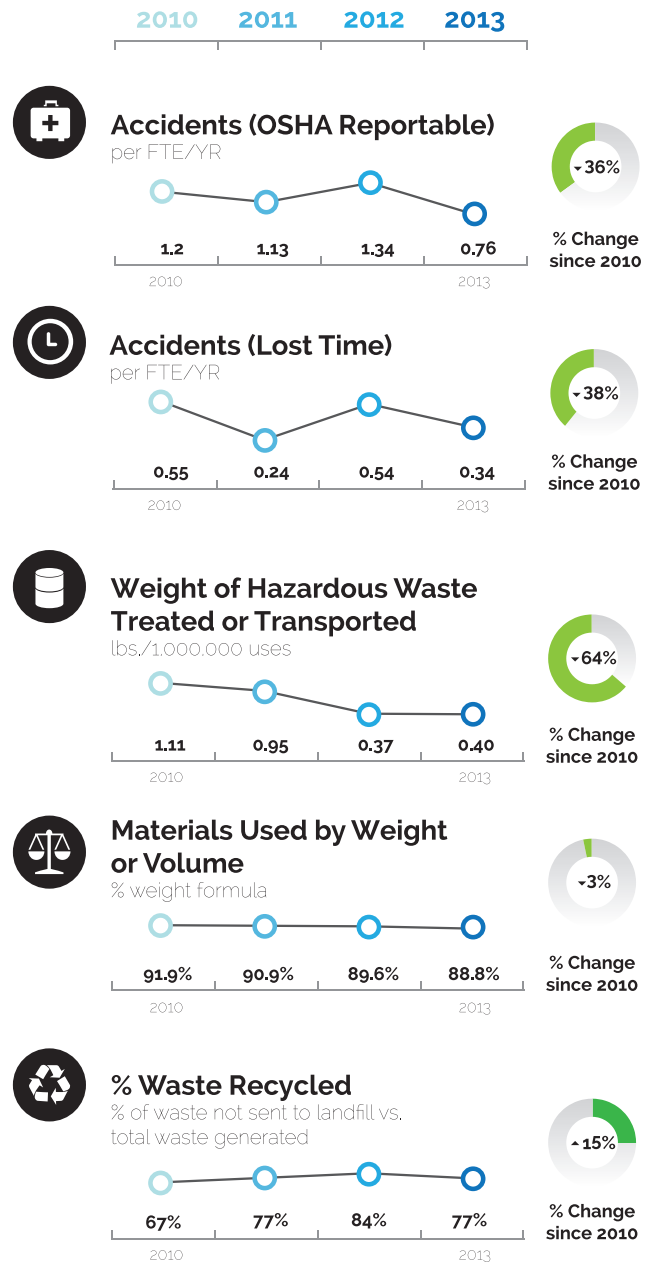
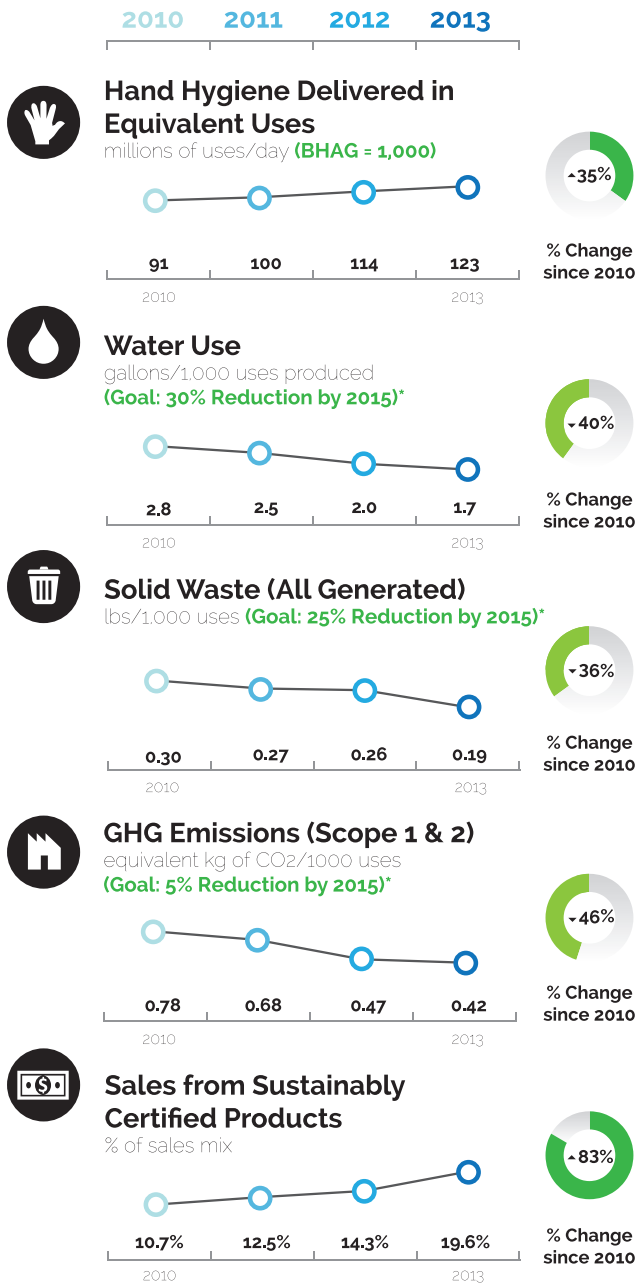
In 2010, GOJO announced voluntary goals to improve operational impacts. We set 2015 targets of reducing water use by 30 percent, reducing solid waste by 25 percent and reducing greenhouse gas (GHG) emissions by 5 percent compared to the 2010 baseline.

Since initiating our goals, we made steady progress toward our reduction targets. As a company, we worked hard to innovate our processes and find new ways to reduce water and energy use and reduce our waste. By the end of 2013, we exceeded our goals – two years early!

Through Sustainable Ways of Working, we have identified and instituted process enhancements to reduce the environmental impacts from our operations. We exceeded our water reduction goals by 10 percent, exceeded solid waste reduction goals by 11 percent and exceeded GHG emissions goals by a whopping 41 percent! In the 2013 calendar year alone, we reduced water usage by 15 percent, solid waste by 26 percent and GHG emissions by 10 percent.



# Sustainability Metrics

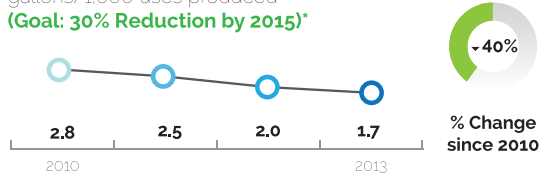


Results relative to 2010 per-use rate.  
\*Read on to learn more about how we've met these goals early.



## Water Use

gallons/1,000 uses produced  
(Goal: 30% Reduction by 2015)\*



## ▶ Water is the Key to Life

At GOJO, water is an essential ingredient to manufacture our well-being solutions, and we recognize water as a critical global resource that must be preserved. We have a strong commitment to reducing water usage, including reducing water waste and ensuring reuse of water, when possible.

In 2012, we created a Water Reduction Team designed to look at the whole system of water use within the company and find ways to conserve or reuse. This team was able to spot ways to enhance our water usage processes to meet our sustainability goals. Not only did we meet our 2015 goal of reducing water by 30 percent, but we also reduced water by 40 percent two years early.

**Natalie Firmanchuk**, a process engineer and member of the Water Reduction Team, says, “A lot of our water reduction has come from general awareness and keeping people in the facility informed about their process and how they might better that process.”

The Water Reduction Team led an effort to install a high-efficiency reverse osmosis (RO) system in 2012. The innovative new system was designed with sustainability up front, and water recycling resulted in 50 percent less water consumption versus the existing system. The team then retrofitted the old system in 2013 with the same sustainable design elements to improve its water efficiency. For the team, it’s about focusing on the whole system across multiple facets and innovating to achieve our goals.



Natalie Firmanchuk  
Process Engineer

## ▶ Water Quality is Basis for Human Health

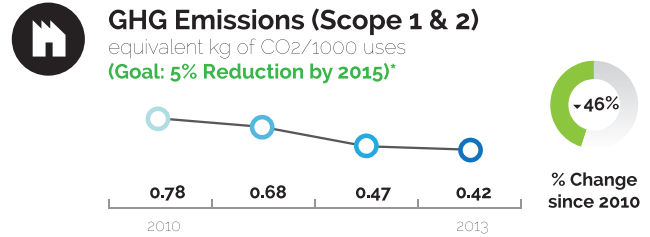
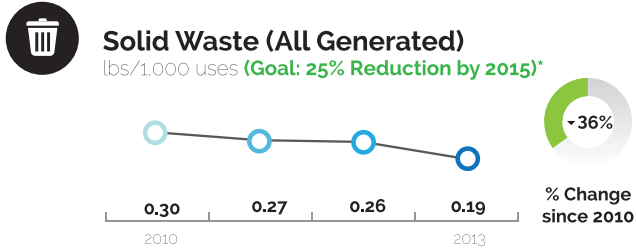


Water is a scarce resource in many parts of the world – because of both a lack of enough water and a lack of access to safe, clean water. The latest numbers tell us that some 780 million people worldwide lack access to clean water and 3.4 million people die each year from waterborne disease, according to water.org. When not sanitary, the very element that is an essential, life-sustaining resource can also be a source of human illness and death.

Professor Didier Pittet, the hospital epidemiologist at the University of Geneva Hospital and Clinics, and the director of the WHO Collaborating Center on Patient Safety, has traveled to many of the places where access to water is impossible, even in healthcare settings. “Many hospitals that I visited over the past 15 years have no water,” he says. “And most of the time when they do have water, the water is not clean. So they have no solution but to use alcohol.”

PURELL®, our alcohol-based hand sanitizer that is used without water, provides a solution for hand sanitization when access to clean water is limited. Groups and individuals who especially benefit from PURELL in water-scarce areas include migrant workers, deployed military personnel and victims of natural disasters.

Our commitment to reducing water use is something we think about every day. It is part of our sustainability commitment, and it drives us to always do better. We will continue to reduce water in our operations and work with customers and organizations to make PURELL hand sanitizing products available when access to soap and clean water is restricted and human health is at risk.



## ▶ Solid Stance on Waste Reduction

Solid waste is a major sustainability challenge for companies around the world. To address this challenge and advance our progress, GOJO formed the Manufacturing Scrap Improvement Team.

This cross-functional team, led by Packaging Product Manager **Barb Fox**, targets reducing solid waste anywhere it can. Over the past couple of years the team has adopted a think-outside-the-box mentality as it finds new ways to reduce our solid waste stream. Since members come from all areas of our business, the team can more effectively evaluate the big picture and find new ways to work smarter together to reduce line and component scrap so that we are minimizing the waste that goes to landfill.

“It’s really exciting to see employees realize they’re making a difference in the operations, and that their ideas have not only saved money for GOJO, but also know how they affect society,” says Fox. “When we’re reducing waste, we’re reducing our scrap within the manufacturing campus. We’re then reducing what we’re sending out for our kids and their kids to have to manage later on in life. It becomes a success for all of us.”

One of the things we have worked hard to improve is the way to measure baseline metrics so we can better understand the causes and help direct reductions. We know we can’t manage something that isn’t measured, so part of this team’s job has been to dive deeply into the data to figure out where the reductions are needed most.

Quality Control Chemist **Jurga Rackaitiene**, who worked on the team to eliminate hazardous waste said, “Becoming a small quantity waste generator was only part of the initiative. The company always strives to eliminate hazardous waste and to avoid sending non-hazardous waste to landfill.”

“Sustainability is a constant effort,” she added. “I don’t think that there will be a time that we can say we are sustainable and that is the end-of-story.”



**Jurga Rackaitiene**  
QC Chemist



**Barb Fox**  
Project Manager,  
Packaging

## ▶ Reducing Our Carbon Footprint

In 2010, when GOJO set a goal of reducing our Greenhouse Gas (GHG) emissions by 5 percent by 2015, we didn’t know we were on a path to out-do that goal by over 40 percent. One of the ways we were able to achieve such spectacular figures was a 2013 full facility lighting fixture change-out.

Facility Maintenance Supervisor **John Stubbs** worked to manage the re-lighting project for the building. “With all the things we’ve done with the lighting, we’ve created a much brighter, cleaner looking work environment for everybody,” he says. “Visibility is better because the colors of the lights are more of a natural daylight-type light.” It seems that what is better for the environment is also better for the workplace. Now, instead of having to wait 15 minutes for the lights to power back on when there is an electrical outage, the lights come back on almost immediately.

What GOJO is finding is that not only are we going in the right direction as far as energy conservation, but once again we are on the leading edge compared with many other companies of our size. “In 35 years, I’ve watched technology go from T12 fluorescents to sodium vapors to metal halide; now it’s back to high-efficiency fluorescents again,” says Stubbs. “It’s going to keep changing, and GOJO will keep changing too.”

GOJO is really excited that it met the 2015 goal two years early, and now we have a key initiative in place to baseline and test out a new technology targeting improved efficiencies within our cleaning and sanitization processes.



# Product Innovation That Drives Sustainable Value

## Future-Focused Development

---



**Dan Edwards**  
Sales Vice President,  
Government

### ▶ GOJO Launches Our First Green Certified Heavy Duty Hand Cleaner

GOJO® ECOPREFERRED™ Pumice Hand Cleaner is the first green certified product in the GOJO Tough Soils portfolio. The innovative pumice hand cleaner quickly and effectively cleans medium to heavy soils and conditions hardworking hands.

The product concept was initially developed as a solution to meet the U.S. government's requirements for products it purchases to meet United States Department of Agriculture's (USDA) BioPreferred specifications. GOJO ECOPREFERRED Pumice Hand Cleaner is ideal for those who work in oil, grease and other medium to heavy soils, and delivers GOJO cleaning performance and environmental credibility by also achieving UL's multi-attribute life cycle based ECOLOGO Certification.

"Competitors are trying to accommodate the needs of green programs within the government, but oftentimes, they're choosing the wrong programs or looking at the market through the lens of one environmental regulation," said Sales Vice President, Government Team **Dan Edwards**. "With that in mind, when we looked at the opportunity to create this product, we looked at it holistically. We wanted to make sure that, when we developed and formulated this solution, the product met a broad array of certifications, beyond just one regulatory requirement. I think we accomplished that with GOJO ECOPREFERRED."



**Harold Tyreman**  
Sales and Marketing  
Vice President,  
Automotive, Industrial  
and Textiles

GOJO ECOPREFERRED Pumice Hand Cleaner features an 85 percent biobased formulation and is a USDA Certified Biobased product. The product has been a welcome surprise for customers for how well it cleans medium to heavy soils from hands with benefits that align with customer sustainability objectives. In fact, in testing, it was the preferred product among users compared with other tough-soils cleaners available.

GOJO ECOPREFERRED Pumice Hand Cleaner is:

- ECOLOGO Certified
- Free of petroleum solvents
- USDA Certified Biobased product
- Non-toxic to aquatic life
- 85 percent Biobased formulation
- VOC Compliant
- Readily biodegradable
- Packaged in a recyclable HDPE bottle

"We were really pleased about the ECOPREFERRED Pumice Hand Cleaner because we were able to develop a product that hit all of our sustainability objectives with no trade-offs in terms of cleaning ability and coming in at a reasonable cost," said **Harold Tyreman**, Sales and Marketing Vice President. "So, it's something that we can bring to the sales team and say, 'Here's a product that works plus, for your distributor and end-user customers with green goals, this will fit right in.'"





## ► PURELL® Advanced Hygienic Hand Rub First in Europe to Achieve UL Certification

GOJO Europe expanded its sustainably certified product portfolio in 2013 when PURELL Advanced Hygienic Hand Rub became Europe's first sustainably certified hand sanitizer. Launched to customers who already have a high affinity for sustainable products, PURELL Advanced Hygienic Hand Rub is made of a scientifically advanced, patent-pending formulation that outperforms other hand sanitizers ounce for ounce. It kills more than 99.99% of most common germs and is made with natural, renewable, plant-based ingredients. PURELL Advanced Hygienic Hand Rub joins the GOJO Europe soap formulations that hold EU Ecolabel certification for environmental leadership and proven performance.

"Now, with the addition of UL Sustainable Product Certification for this leading sanitizer, we are viewed even more as a leading innovator in the creation and manufacture of sustainable hand hygiene solutions," says Managing Director of GOJO Industries-Europe **Mike Sullivan**. "The addition of PURELL to our certified portfolio in Europe means we'll be able to have an even greater positive impact on human health and well-being."

## ► Our Green Certified Products

GOJO offers the world's largest portfolio of green certified hand hygiene products that encourage healthy, sustainable hygiene habits. The products include PURELL® hand sanitizers, GOJO® and PROVON® handwashes and bodywash products that are better for people and the planet.

### Hand Sanitizer

#### Sanitizing Foam

- PURELL® Advanced Green Certified Instant Hand Sanitizer Foam
- PURELL® Advanced Skin Nourishing Instant Hand Sanitizer Foam
- Sanitizing Gel
- PURELL® Advanced Green Certified Instant Hand Sanitizer

### Handwash

#### Foam Soap

- GOJO® Clear & Mild Foam Handwash
- GOJO® Pomeberry Foam Handwash
- GOJO® Botanical Foam Handwash
- GOJO® Citrus Ginger Foam Hand & Showerwash
- GOJO® Green Certified Foam Hand Cleaner
- GOJO® Green Certified Foam Hand, Hair and Bodywash
- PROVON® Clear & Mild Foam Handwash
- PROVON® Citrus Ginger Foam Hand & Showerwash
- PROVON® Green Certified Foam Hand Cleaner
- GOJO® E1 Foam Handwash

#### Lotion Soap

- GOJO® Green Certified Lotion Hand Cleaner

#### Hand Cleaner

- GOJO® ECOPREFERRED™ Pumice Hand Cleaner



# Sustainable Value Product Innovation Future-Focused Development



**Ron Hammond**  
Supply Chain  
Vice President



**Demetrius Armstrong**  
Product Manager  
PURELL Portfolio

## ▶ Streamlining Means Going Green With In-Line SKU Printing

Boxes are necessary to ship products to our customers. With fourteen different sized boxes, and over 1,800 different box SKUs, each purchased separately with unique printing, efficiency was a challenge – that is, until we measured the corrugate wasted and decided to find a better way to manage our process.

The waste from the unused custom shippers alone occupied about 3,800 pallets, which was much higher than we thought it should be. Even though these were eventually recycled, Vice President of Supply Chain **Ron Hammond**, says of the project, “We asked ourselves: isn’t there a simpler way to do this?”

It turns out there was. Now, instead of managing over 1,800 different SKUs, we simply buy fourteen different sized blank boxes and print the unique SKUs on the

packaging line. This simple-sounding process took quite a bit of investment though, as we worked through all the customer interfaces. However, the payoff was worth it in added Sustainable Value. In the end, we simplified our SKU management system, saving \$50,000 a year in unused shippers, and, we found a more sustainable process that eliminated unnecessary corrugated waste. It is a great example of the power of SWOW<sup>SM</sup> alive within the organization.

“This project creates Sustainable Value for GOJO by simplifying our processes and saving hundreds of thousands of tons of corrugate that we would otherwise use,” added Hammond. “It reduces our cost here at GOJO and creates a much lighter load on the environment... It’s a classic project of where simplifying a process creates Sustainable Value.”

We are now saving 75 tons of paper per year – the equivalent of about 1,275 trees – as a result of this change. Additionally, the new shippers are made with an average of 30 percent recycled fiber content, and include a “please recycle” symbol. The corrugate is sourced from sustainable forestry harvesting practices and certified by the Sustainable Forestry Initiative.

“When I look at Sustainable Value here at GOJO, it’s about the decisions that we’re making. We’re making sure that we’re making those decisions based off of what’s good for society, what’s good for the ecosystem, but those decisions are also very good for GOJO and the stakeholders here,” said GOJO Product Manager **Demetrius Armstrong**, whose insights helped change the in-line shipper printing process. All of these changes are saving GOJO money and reducing the company’s impact on the environment. It is one of our biggest SWOW wins in the last year.



## ► Product Innovation Inspired by Nature

At its essence, biomimicry is innovation inspired by nature. It's about learning from and then emulating natural forms, processes or systems to create more sustainable designs. Biomimicry is based on the idea that life has been evolving for 3.8 billion years and holds lessons to inform more sustainable product design.

The University of Akron is the first in the world to offer PhD-level training in biomimicry. Each of the Biomimicry PhD Fellows is paired with a corporate or foundation sponsor, working with them to infuse biomimicry thinking into their processes. GOJO is proudly sponsoring University of Akron student, **Emily Kennedy**, as she pursues her doctoral degree. As a sponsored PhD student, Emily spends two days a week within our Research and Development (R&D) team working to apply her knowledge to real-world product designs inspired by nature.

We see this sponsorship as an expression of our commitment to integrate sustainability in all aspects of our work. Biomimicry represents an opportunity to reach the next level of sustainable product design, which is an area of focus for continuous improvement at GOJO. In its second year, the relationship is proving to be mutually beneficial. "It's been really exciting to work with a company that is leaps and bounds ahead of people in terms of sustainability, which is something I'm also really passionate about," says Kennedy.

Recently, Emily led a collaborative team using biomimicry to generate concepts for innovative, energy-efficient dispensers. Inspired by low-energy fluid transfer systems in nature, the team generated several dispenser concepts with the potential to cut energy demands by 50 percent.



Emily Kennedy  
Biomimicry Fellow



# GOJO Sustainability Leadership

## Adds Value for Customers



**Gene Tullis**  
Global Accounts  
Development Director

### ▶ Sustainable Value Wins at Walmart

Walmart is now making wipes available for customer use upon entering the store. GOJO provided a winning solution that fulfilled Walmart's customer objectives and supported the leading retailer's commitment to sustainability.

In 2013, a GOJO team presented a PURELL® Sanitizing Wipes solution to Walmart to enable customers to sanitize their hands and carts prior to shopping. The 1,500 count PURELL Sanitizing Wipes packaged in thin-film pouches proved to be a more sustainable option than the 250 count wipe packaged in

plastic canisters placed in stores at the time. The conversion resulted in added Sustainable Value benefits, ultimately reducing costs, labor and waste for Walmart.

"I think the win with Walmart is really exciting because it helps bust the myth that when you talk about sustainability there has to be a trade-off," said GOJO Lifecycle Assessment and Sustainability Specialist **Tom Marting**. "With this example, the customer gets more product with less labor, less cost and less packaging waste."



**Tom Marting**  
Sustainability and Life Cycle  
Analysis Specialist

### ▶ Converting to PURELL Sanitizing Wipes Created Measurable Sustainable Value:

- ✓ 327 Metric Tons of Plastic and Corrugate Packaging Waste Avoided Per Year
- ✓ 501 Metric Tons of CO2 Equivalent Emissions Avoided Per Year from Packaging Materials and Transportation
- ✓ 271,667 Total Hours of Labor Avoided Refilling Wipes per Year
- ✓ 210 Total Reduction in Distribution Center Pallet Storage Locations

"We have really good products and innovations in development, but really we work with people more than we work with products," says Global Account Director **Gene Tullis**. "We're going to continue to drive sustainability by working with the right people and sending the right messages over time."

Senior Sourcing Manager **Marty Vavra** of Chemicals and Safety Supplies for Walmart Stores, was so pleased with the projected sustainability benefits from the conversion that he used content from the GOJO presentation (illustrating the life-cycle based calculations behind the metrics) as an example of supplier sustainable value among other buyers during an internal meeting.



**Jeff Buysse**  
Sales and Marketing  
Vice President,  
E-Commerce

## ▶ GOJO Earns Amazon Frustration-Free Packaging Certification

Amazon began the Frustration-Free Packaging initiative in response to customer feedback from the online marketplace. They found that most packaging was very complicated in design and difficult to open.

In addition to this frustration, customers were unhappy about having to dispose of excess packaging waste. The Amazon Frustration-Free Packaging Certification process encourages and guides suppliers to design more efficient packaging solutions that improve customer satisfaction and reduce waste.

As a customer-focused company, GOJO viewed the Frustration-Free Packaging initiative as an opportunity to meet an emerging consumer and business end user need, while driving sustainable packaging design innovation. One outcome of Frustration-Free Packaging is the creation of SKUs that contain the right size and quantity of product in a simplified package which can be easily shipped to the end user without re-boxing. Today, GOJO has two SKUs designated as Frustration-Free and is in the process of designing four more.

“The certification enables GOJO to deliver an improved shopping experience for our e-commerce customers, while highlighting our leadership in creating Sustainable Value through cost-effective packaging solutions that are more efficient while reducing environmental impacts,” says GOJO Sales and Marketing Vice President **Jeff Buysse**. “What matters most is that we deliver well-being solutions to more people, and as we do so, we are also being good stewards of our resources.”

“The certification enables GOJO to deliver an improved shopping experience for our e-commerce customers, while highlighting our leadership in creating Sustainable Value through cost-effective packaging solutions that are more efficient while reducing environmental impacts.”

— Jeff Buysse



# GOJO Recognized for Sustainability Leadership

## ▶ GOJO Receives Summit of Sustainability Award

On October 24, 2013, GOJO was honored with the Summit of Sustainability Large Business Award. We received the award in recognition for our strong corporate commitment to fully integrating sustainability principles into our core business strategies while showing measurable results. The Summit of Sustainability Awards are co-sponsored by the City of Akron, Summit County, Keep Akron Beautiful, the Greater Akron Chamber and ReWorks.



Nicole Koharik  
Global Sustainability  
Marketing Director



GOJO earned this commendation as the result of social, environmental and economic sustainability accomplishments, including:

- Working with non-profit organizations – including United Disability Services in Akron – to help provide employment opportunities for people with disabilities
- The donation of unused hand hygiene products for disaster relief to Cincinnati-based Matthew 25: Ministries that repackages and sends the products to economically disadvantaged regions of the world where access to basic hygiene is restricted
- Significant milestones reached and exceeded in long-term environmental goals for reducing water usage, solid waste generation and greenhouse gas emissions
- The launch of PURELL® Advanced Green Certified Instant Hand Sanitizer in the U.S. and the growth of green certified hand hygiene and skin care products globally

“We are very excited to have been selected to receive this award because it’s given to companies who display best practices for sustainability and, more importantly, are really integrating sustainability into their business strategies,” said Global Sustainability Marketing Director **Nicole Koharik**. “At GOJO, that’s the most important for us – the true integration of sustainability into our core business.”

## ▶ GOJO Sustainability Story is Subject of Teaching Case for Future Leaders

In 2013, a team of faculty and students at Case Western Reserve University’s Weatherhead School of Management chose to write a teaching case about GOJO. The case was designed to illustrate real-world situations for students. GOJO was selected for two primary reasons:

- 1) The company’s history and focus of using sustainability to drive innovation and marketplace differentiation, and
- 2) Serving as a model for how to be both profitable and socially responsible, without trade-offs for our customers.

Dr. Chris Laszlo, thought leader and faculty advisor at Fowler Center for Sustainable Value at Case Western Reserve University Weatherhead School of Management says, “GOJO offers a voyage of discovery for students and managers aiming to do good and do well.” He makes this reference in his new book, *The Flourishing Enterprise*.

Laszlo believes sustainability is increasingly relevant to every business, and not just as a philanthropic gesture. He cites GOJO as a company that is able to provide lessons for future leaders to consider the advantages of integrating social, environmental and economic sustainability into core business strategy.





## ► GOJO Receives “Green Giving Award” from Matthew 25: Ministries for the Third Consecutive Year

Collaboration began three years ago between GOJO and Cincinnati-based Matthew 25: Ministries, a non-profit that works with the very poor around the world. The Green Giving Award recognizes our innovative ways of avoiding landfill waste through the donation of unused soap products that do not meet our high standards for commercial sale due to packaging misprints or other packaging-related errors.

Matthew 25: Ministries repackages these items through a volunteer network and distributes them to hospitals, schools and other facilities in countries like Nicaragua and Haiti, where a lack of clean water and adequate hygiene results in illness, disease and even death. “Supplying a hospital or public facility with GOJO soap can significantly improve the overall hygiene conditions and allow healthcare workers to provide a better recuperative experience for their patients,” said Tim Mettey, Matthew 25: Ministries CEO.

In 2013, Matthew 25: Ministries was able to distribute 937,695 pounds of unused GOJO soap to those who needed it most. The GOJO and Matthew 25: Ministries collaboration is an excellent example of collaboration that advances both social and environmental sustainability resulting in serving people whose lives can be saved by simply having access to hygiene, while also helping to keep perfectly good products from going to waste and entering the waste stream.

# Global in Scope

## An International View of Sustainable Value

---



**Fady Chehade**  
*Sales and Operations  
Vice President,  
Global Business  
Development*

### ► GOJO Product Selected for Mama Kits to Protect Nigerian Mothers and Newborns

GOJO collaborates with the non-profit organization, SURE-P to provide PURELL® Hand Sanitizer to expectant mothers in rural Nigeria where access to basic hygiene is a challenge. The SURE-P mission is to support global Millennial Goals. The organization does this by equipping healthcare midwives with essential tools that can make the difference between life and death for mothers and their newborns.

The emergency “Mama Kits” contain everything needed to ensure a safe childbirth experience, including PURELL Hand Sanitizer supplied by GOJO. These all-in-one medical kits also contain items such as gauze, sterile latex gloves, and other essentials to facilitate childbirth.

Many health indicators in Nigeria, particularly in women and children, are some of the worst in the world. Organizations like SURE-P are stepping in where the Nigerian government, the World Health Organization, the United Nations and others require assistance to meet targets for decreasing mortality from childbirth.

Because practicing effective hand hygiene is critically important in achieving health-related outcomes, GOJO is also providing an educational solution that teaches the Nigerian Ministry of Health when to wash hands, and when to use PURELL hand sanitizer for sanitization.

“Sustainable Value in the international world is challenging,” says Vice President of Global Business Development **Fady Chehade**. “Every country has different definitions and terminology for sustainability. As we go around the world, we try to find out how to connect either with the government or the distributors responsible for sustainability-related issues to learn and to nurture these important relationships.”

In the international community, what matters most to us is providing a simple, yet effective solution to help make a difference in the lives of the people we serve, including healthcare workers, mothers and newborn babies.

“As we go around the world, we try to find out how to connect either with the government or the distributors responsible for sustainability-related issues to learn and to nurture these important relationships.”

— Fady Chehade



---

## ▶ GOJO Europe Earns ISO 9001 for Commitment to Sustainable Practices

In 2013, GOJO Europe secured the prestigious ISO 9001 quality management standard. The standard recognizes companies that have developed internal working processes to help deliver greater consistency and quality of service. ISO 9001 is an acknowledgement of our commitment to Sustainable Value principles and practices, including the reduction of resource consumption and waste generation, and improving efficiencies and costs. ISO 9001 is all-encompassing in the scope of its requirements and shows our customers, business partners and stakeholders that our business practices meet the highest standards.

Additionally, GOJO achieved the UL Environment ECOLOGO Product Certification for PURELL® Advanced Hygienic Hand Rub, making us the first company in our category to achieve this certification in Europe. We are proud of the distinction, and with it our European customers know PURELL meets rigorous, lifecycle-based environmental performance criteria for environmentally-preferable hand antiseptic products.

In gaining this certification, we had to prove that, as a company, we truly do aid in saving lives and making lives better. Results from the 2004-2008 Cleanyourhands campaign in England and Wales, designed to reduce Hospital Acquired Infections (HAIs) like Methicillin-resistant Staphylococcus Aureus (MRSA) and other “superbugs”, show that since GOJO has been available in Europe, occurrences of these HAIs have declined.

Managing Director of GOJO Industries–Europe **Mike Sullivan** views these certifications as a welcome recognition of the GOJO commitment to touching more lives and helping customers achieve their own sustainability and hygiene goals. “These certifications will allow us to touch more people with our well-being product solutions,” he says. “The more people we touch, the more lives we save.”



**Mike Sullivan**  
*Managing Director of GOJO  
Industries-Europe*



# Humanity Transformed

## Through Community Involvement



**Gregg Whiteman**  
Trade Marketing and  
Sales Operations  
Vice President

### ▶ GOJO Relationship With Nonprofit Creates Ripples of Positive Change

We routinely engage with community organizations to advance our social, environmental and economic sustainability. One of the community organizations we work with is making a dramatic difference in the lives of people within Akron, Ohio, the hometown of GOJO.

Hattie Larlham, a non-profit organization, empowers people with developmental disabilities through employment. Hattie's operates facilities and group homes for the severely disabled, and it also operates enterprise businesses like doggie daycares and cafés (one of which is across from our headquarters) for people whose developmental disabilities do not prevent them from working.

We partner with them on a key initiative called Hattie's Gardens, a program that employs about 20 people to grow gardens for those who live in urban food deserts. The objective is to create an enterprise community business that is intended to meet a community need for fresh produce by building sustainable, organic gardens and teaching people how to care for them. Over the past few years, we have donated small hand tools to get the gardens up and running, as well as provided the proceeds from team members' product sales to Hattie's Gardens.



"I know firsthand the importance of giving people with disabilities a job," says Trade Marketing and Sales Operations Vice President and Hattie Larlham Board Member **Gregg Whiteman**. "I have seen how my son felt when he didn't have a job and how he feels now that he works with Hattie's. He's growing as a person, and there are things he's able to do now that he hasn't been able to do before."

The tools and financial contributions are important resources to help the organization, of course, but what matters most about the partnership with Hattie's is when any members of our GOJO team walk right across the street, eat lunch at the cafe and take a minute to talk to the people who work there. Our team members and Hattie's employees are transformed by a common human connection.

"The Hattie's team members take such pride in their jobs, and being able to share that with someone might be the highlight of their day," says Whiteman. Additionally, this connection enables our team members to put a face to the social values held by the company and understand how social sustainability is directly impacting people across the street.

In addition, Hattie's Garden Initiative, which focuses on healthy eating and giving communities access to healthy foods, supports a different aspect of well-being. The result from any angle is a winning collaboration - and one with a lot of room for growth.





Andrea Martter  
Senior Regulatory  
Affairs Specialist



## ► 2013 a Record Year for GOJO United Way Support

Each year, GOJO participates in a United Way campaign to support the local community. In 2013, GOJO became one of the four largest giving companies in Summit County when we surpassed our fundraising goal by 30 percent. It was a surprise when the final tally came in so much greater than anticipated.

With social sustainability already on GOJO team members' minds, it was easy to build collective motivation to donate on behalf of programs and services in the local area. GOJO Senior Regulatory Affairs Specialist **Andrea Martter** and Global Quality Operations Manager **Christine Toot** co-lead the United Way team, helped raise the funds from team members and helped allocate money for United Way.

"It's pretty neat to know that you're part of this company that values that so much, and you're part of the community," says Martter. "It's nice to be involved in programs as a community volunteer and know that GOJO helped make them happen."

Christine emphasized that, "Every single team member was personally and emotionally committed to giving back to our local community. This connection to each other and the people in our neighborhoods came to life in every new idea and fundraising event. People helping people helped make this a record-breaking year."

## ► Other Special Relationships



## ► GOJO Becomes First Commercial Business to Join the "Be the One Recycling Program"

GOJO became the first commercial business in downtown Akron to implement a single-stream recycling program called Be the One, in coordination with the Akron Sanitation Department and Summit Reworks.

The program allows for the collection of plastics, along with aluminum and cardboard in one single container, which means more team members are now recycling. The program was initiated by GOJO, and now other tenants at the GOJO headquarters building are taking advantage of this program.

GOJO Office Services Manager, **Jennifer Johnson** helped implement the program. "Now we can recycle up to about 60 percent of what we use every day, and that's what we're encouraging team members to do," she says. "We've seen a significant increase from our previous recycling program. The previous system could only accept numbers 1 and 2 plastics, but now the single stream accepts 1-7 plastics. "Our idea is to try to first reduce and reuse whenever possible," adds Johnson. "But when we do recycle, we want to recycle the majority of the items that we use every day."



Visit our website: [www.GOJO.com](http://www.GOJO.com)

GOJO Industries, Inc.  
One GOJO Plaza, Suite 500  
P.O. Box 991  
Akron, OH 44309-0991  
Tel: 1-330-255-6000  
Toll-free:  
1-800-321-9647  
Fax: 1-800-FAX-GOJO

GOJO Industries - Europe, Ltd.\*  
Units 5 & 6  
Stratus Park  
Brinklow  
Milton Keynes  
MK10 0DE UK  
Tel: +44 (0) 1908 588444  
Fax: +44 (0) 1908 588445

GOJO France SARL\*  
90 rue de Paris  
59800 LILLE  
France  
Tél: +33 (0)3 20 30 33 38  
Fax: +33 (0)3 20 48 28 71

GOJO América Latina, Ltda.\*  
Av. Nossa Sra. do Bom Sucesso,  
3344  
Condomínio Industrial Turn Key  
Módulo 1  
Pindamonhangaba - SP - Brasil  
CEP: 12.420-010  
Tel/Fax: +55 12 3644 2600

GOJO Japan, Inc.\*  
MIF Building  
3rd Floor  
1-6-6, Uchikanda  
Chiyoda-ku, Tokyo 101-0047  
Japan  
Tel: +81-3-5280-4807  
Fax: +81-3-5280-4843

GOJO Australasia Pty Ltd\*  
Suite G2,  
64 Talavera Road  
MACQUARIE PARK NSW 21  
Australia  
Tel: +61 2 9016 3882  
Fax: +61 2 9437 5571