

# Making Products Better

Demand for “green” products continues to grow, and many companies today make claims about the responsibility of their products. But being responsible is more than a marketing slogan or green-colored packaging: It’s a 360-degree focus on making green choices and doing what’s right for future generations.

**Here are some ways SC Johnson is continuously improving its products, and other companies can too.**

## Selecting ingredients carefully



SC Johnson scientists use an internally developed environmental classification system, called Greenlist™, to select better ingredient options and continually improve products and packaging.

## Offering refills to reduce packaging



SC Johnson launched a lineup of concentrated cleaner refills from popular brands like **Windex®** and **Scrubbing Bubbles®**, helping consumers reuse spray bottles rather than sending them to landfills.

## Manufacturing responsibly



SC Johnson’s new wind turbines at its largest global manufacturing facility mean the facility can now generate 100% of its electrical energy onsite.

## Encouraging recycling



SC Johnson’s 2012 Green Choices Recycling Challenge engaged 50 communities, one in each U.S. state, in a competition to increase their recycling participation. The winner will be announced soon!

## Reducing waste



Since 2000, SC Johnson has cut manufacturing air emissions, water effluents and solid waste by 57%. It also has goals to cut packaging overall and increase post-consumer-recycled content.

## Being transparent about what’s inside



Ingredient lists for SC Johnson’s North American products, as well as definitions, FAQs and more, are offered on the [www.whatsinsidescjohnson.com](http://www.whatsinsidescjohnson.com) website for consumers.

**Doing what’s good for the earth is good for business, too:**

**29%**

of Americans now buy green products.\*

**74%**

of people think a manufacturer that reduces the environmental impact of its production processes and products is making a smart business decision.\*

**75%**

of people say they feel good when they take steps to help the environment.\*

\* According to The Environment: Public Attitudes and Individual Behavior: A Twenty-Year Evolution from GfK Roper and SC Johnson. [www.scjohnson.com/greengage](http://www.scjohnson.com/greengage)

SC Johnson is a family-owned and -managed business that markets such well-known brands as **Glade®**, **Kiwi®**, **OFF!®**, **Pledge®**, **Raid®**, **Scrubbing Bubbles®**, **Shout®**, **Windex®** and **Ziploc®**. The 127-year old company employs nearly 13,000 people globally and sells products in virtually every country around the world. SC Johnson takes a holistic, 360-degree approach to environmental responsibility, working to make green choices throughout its operations.

Find out more: [www.scjohnson.com/report](http://www.scjohnson.com/report)  
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**SC Johnson**  
A FAMILY COMPANY