

An Ocean of Tweets Can Do the Ocean Some Good

SC Johnson challenges consumers: 20,000 tweets to open a new recycling center in Indonesia

RACINE, Wis., Feb. 26, 2019 – As it champions the critical need to end ocean bound plastic waste, consumer products leader [SC Johnson](#) is offering a new challenge. Having already sponsored eight plastic recycling centers in Indonesia, the company will build an additional one if social media dialogue raises the profile of recycling and Social Plastic®.

“Plastic pollution has become a critical issue around the globe, especially where recycling infrastructure is not in place. We believe the more people are talking about this issue, the more government, businesses, NGOs and communities will work together to address it,” explains Kelly Semrau, Senior Vice President – Global Corporate Affairs, Communication and Sustainability at SC Johnson. “Social media can be a great motivator.”

This week, SC Johnson will host a booth at [GreenBiz19](#) to talk about ocean plastic and the company’s efforts to reduce plastic waste. These include working to triple post-consumer recycled plastic in packaging and make all SC Johnson plastic packaging recyclable, reusable or compostable by 2025. In January, the company also signed on as the [10th Global Partner](#) with the Ellen MacArthur Foundation, working to drive market-leading circular economy initiatives at scale.

The recycling centers [SC Johnson has opened with Plastic Bank](#) in Indonesia have been designed to increase infrastructure that helps stop plastic from leaking into the ocean. People in the local community can bring plastic in for recycling and exchange it for digital tokens. This means that any member of the community can then get increased access to income, while plastic collection and recycling is incentivized.

Visitors at GreenBiz19 and social media users around the world are invited to share their support for reducing ocean plastic by tagging #SocialPlastic or #SCJRecycles in posts this week. If the company counts at least 20,000 tweets or retweets with those tags by the end of the week, it will open an additional recycling center.

For more information on SC Johnson’s commitment to addressing plastic pollution and to learn how the company is helping to support a more circular plastic economy, visit www.scjohnson.com/plastic

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About SC Johnson

SC Johnson is a family company dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world’s leading manufacturers of household cleaning products and products for home storage, air care, pest control and shoe care, as well as professional products. It markets such well-known brands as GLADE®, KIWI®, OFF!®, PLEDGE®, RAID®, SCRUBBING BUBBLES®, SHOUT®, WINDEX® and ZIPLOC® in the U.S. and beyond, with brands marketed outside the U.S. including AUTAN®, BAYGON®, BRISE®, KABIKILLER®, KLEAR®, MR MUSCLE® and RIDSECT®. The 133-year-old company, which generates \$10 billion in sales, employs approximately 13,000 people globally and sells products in virtually every country around the world.

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