

SC Johnson, Plastic Bank Take Action to Solve Ocean Plastic Pollution at GreenBiz 2019

PHOENIX, Feb. 27, 2019 – To continue building the momentum to address the crisis of plastic in our world's oceans, business leaders, governments and civil society must work together to help solve this problem. That was the message delivered by SC Johnson Chairman and CEO Fisk Johnson during a panel discussion Wednesday at GreenBiz 2019 in Phoenix.

Johnson highlighted the many ways SC Johnson is doing its part to combat the problem of plastic pollution in our oceans, including committing to make 100 percent of its plastic packaging recyclable, reusable or compostable by 2025. During the panel, he announced SC Johnson will launch in April 2019 the first-ever 100 percent recycled ocean plastic bottle in a major home cleaning brand: [Windex® Vinegar Ocean Plastic](#), with as many as 8 million units hitting shelves at major North American retailers including Target and Walmart.

“Environmental leadership has long been a part of the DNA of our company,” said Johnson at GreenBiz 2019. “Trust in business is at an all-time low today, and trust is the thing that keeps our consumers coming back to buy our products. I think one of the important ways that people decide to trust a company is how you treat people and the planet.”

Johnson was joined by Plastic Bank CEO David Katz. Together, they highlighted the companies' [partnership in Indonesia](#), where SC Johnson and Plastic Bank have opened eight plastic recycling collection centers to help increase recycling rates in impoverished communities while addressing the challenges of poverty. All of the centers in the country are now operational, putting the program ahead of schedule.

As part of the company's continuing efforts to champion the critical need to end ocean-bound plastic waste, SC Johnson this week announced a [new challenge](#): inviting visitors at GreenBiz19 and social media users around the world to share their support for reducing ocean plastic by tagging #SocialPlastic or #SCJRecycles in their posts. 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 in Indonesia.

“I want to continue the momentum that's building out there around awareness of this issue, because that's going to help us solve it,” explained Johnson. “With the attention this issue has gotten around the world, we're at a tipping point. Business has an opportunity to embrace this change and continue to drive attention to this issue.”

For more information and supporting multimedia assets, visit <https://www.multivu.com/players/English/8502851-sc-johnson-windex-100-percent-recycled-ocean-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. www.scjohnson.com [#SCJRecycles](#)