

A Wave of Tweets Turns the Tide to Stop Ocean Plastic

Over 20,000 Responses Roll In; SC Johnson to Open 9th Collection Center in Bali

RACINE, Wis., March 8, 2019 – After more than 20,000 tweets and retweets from people sharing their support for reducing ocean plastic, SC Johnson has announced it will build an additional recycling center in Indonesia. SC Johnson last week challenged social media users around the world, including attendees at the GreenBiz 2019 sustainability conference, to tag [#SocialPlastic](#) or [#SCJRecycles](#) in their social media posts. The challenge engaged over 150 million people, raising awareness of the rapidly growing ocean plastic crisis.

“The energy and dialogue that we have seen since announcing this challenge has been overwhelming,” said Kelly Semrau, Senior Vice President – Global Corporate Affairs, Communication and Sustainability at SC Johnson. “We are proud to help inspire so many new environmental champions, and spur conversation about the importance of recycling and the impact of Social Plastic.”

SC Johnson will build this new recycling center through its ongoing [partnership with Plastic Bank](#) in Indonesia. SC Johnson has already sponsored eight recycling centers in the country, increasing the infrastructure that helps stop plastic from leaking into the ocean and helping reduce plastic pollution. Local community members can bring in plastic for recycling and exchange it for digital tokens, providing increased access to needed resources while encouraging plastic collection and recycling.

“The SC Johnson program is really making traction in Indonesia as it educates people on the value of recycling plastic and transfers that value into the hands of the collectors,” said David Katz, CEO of Plastic Bank. “There is no better partner than Fisk Johnson and SC Johnson, and together we are changing lives in Indonesia.”

Fisk Johnson, Chairman and CEO of SC Johnson, was joined by Katz last week at [GreenBiz 2019](#) where they issued a call to action to solve ocean plastic pollution. Johnson and Katz discussed the importance of building momentum to address the crisis of plastic in our world’s oceans, and the need for business leaders, governments and civil society to work together to help develop solutions.

SC Johnson also announced it will launch the industry’s first product that uses 100 percent recycled ocean plastic in a major home cleaning brand. The new [Windex® Vinegar Ocean Plastic bottles](#) will be an everyday offering, available this spring at North American retailers such as Target and Walmart. The new product is the world’s first glass cleaner bottle made from 100 percent recycled ocean plastic, and it is also non-toxic and cruelty-free.

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.
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