

**safety-kleen**®

“Going Green” The  
Benefits of Aqueous  
Cleaning

**safety-kleen**® **MAKE  
GREEN  
WORK**

# Revolutionary Change

- Revolutionary shift toward environment and eco-consciousness
- Environmental consciousness impacts
  - Purchase consideration
  - Desire to be employed by a company
  - Investments



# Concerned Customers

- 49% state global warming is a serious problem
- 78% think it is necessary to take immediate steps to counter global warming
- 92% favor the manufacture of more energy efficient vehicles
- 49% purchase recycled products

**CBS NEWS POLL**  
The New York Times

# Media & Society Focus



**safety-kleen** MAKE GREEN WORK

# How Is This Impacting Business?

- Superior green positioning provides differentiation versus competition
- Need green experience in anticipation of future legislation
- Green is good for business
- One-half of businesses recently polled lack a sustainability strategy\*



\* June 2008 study of 311 companies by The Vandiver Group and Pinnacle Worldwide

# It's Good Business

- Eight out of 10 U.S. consumers indicate corporate support of causes wins trust
- 72% believe it is acceptable for companies to be involved with a cause
- 86% are likely to switch brands based on corporate citizenship

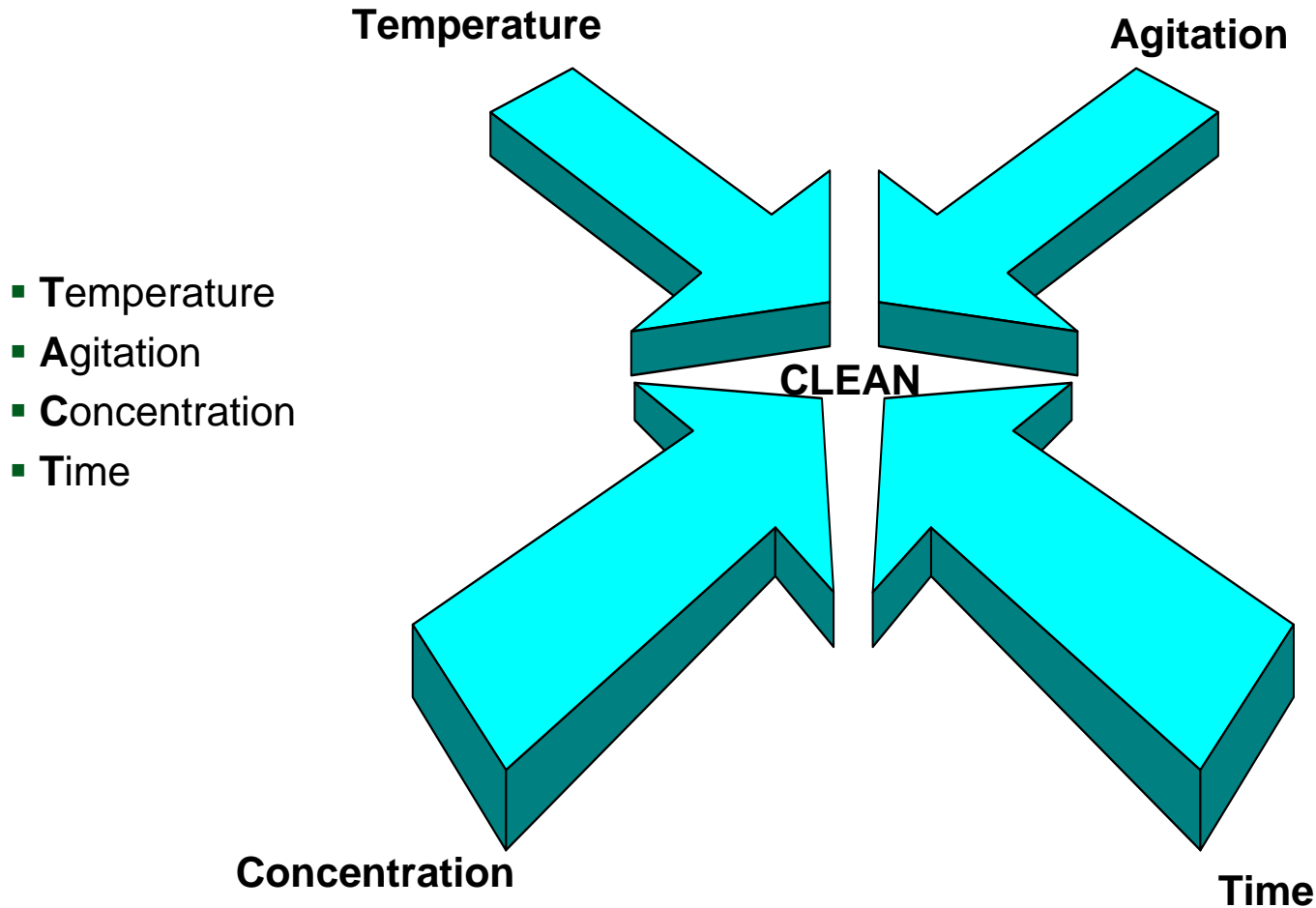


Source: 2007 Cause Evolution Study by Cone LLC

# Solvent vs. Aqueous the “Green” alternative

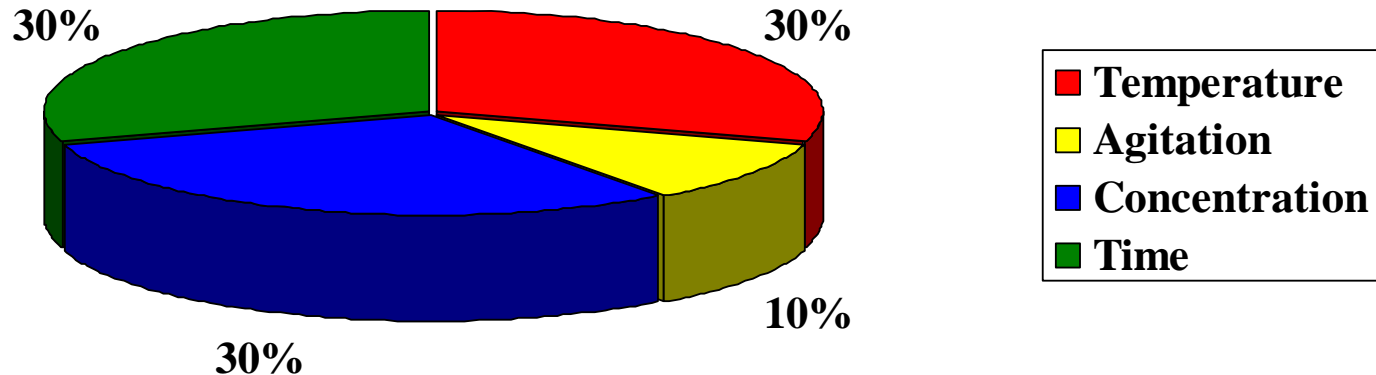
- Both are effective soil removal systems
- Aqueous systems have the advantage of being:
  - Low-odor
  - Non-air polluting
  - Easier to automate
  - Better for the environment (low VOC)
  - Considered the “Green” alternative to solvent
- Aqueous products have more variables to control but also have greater flexibility
- Solvent systems are generally seen as universal cleaners with few parameters to control
- Each has its place in the market

# “TACT” - An Easy Method for Understanding Aqueous Cleaning





# TACT parameters must equal 100%



- These four components of aqueous cleaning are essential to product performance
- Each plays an equally important part in the cleaning equation
- If any one of the TACT components is reduced, one or more of the other components must be increased to maintain cleaning performance.

# Aqueous Automation has Advantages

- Reduce
  - Labor hours associated with parts cleaning
    - If over 45 minutes cleaning per day
  - Environmental hazards associated with cleaning solvents
- Improve
  - Cleaning performance
  - Employee health and safety
- Increase
  - Productivity
  - Profitability

# The Cleaning Comparison

## ■ Aqueous

- Low to no VOC
- Employee safety
- Non flammable
- Less inhalation risks
- Conforms to regulations
- Automation advantages
- Considered “Green”
- Non-Hazardous

## ■ Solvent

- Universal Cleaner
  - One for variety of soils
- Quick Drying
- No heating required
- Easier bath controls