



REACH: Staying Ahead of the Curve

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“Start by doing what's necessary, then what's possible, and suddenly you are doing the impossible.”



'This We Believe'

- **We believe in earning the enduring goodwill of customers and users of our products by:**
 - Developing and marketing products which are environmentally sound and which do not endanger the health and safety of our customers and users
 - Meeting all regulatory requirements or exceeding them where global standards are higher
 - Providing clear, accurate directions for safe use combined with cautionary statements and/or symbols
 - Researching new technologies for products which favor an improved environment





Chemical Assessment Today

- Raw Material Management
 - Taking out the Bad
 - Raw Material Evaluation Process
 - Information Dependency on Suppliers
 - Red/Yellow Lists
 - Building in the Good
 - Certified Green Products
 - Continuous Improvement
 - Global Sourcing
 - Opportunities & Practicalities



Chemical Assessment Today

- Regulation Impacts Raw Material Choices Today!
 - Detergent Regulations
 - CARB VOC
 - Classification/Labeling
 - Reclassification of NTA
- Customers are impacting Raw Material Choices!
 - DfE, Green Seal, Nordic Swan, etc.
 - Total Cost of Ownership
 - Lifecycle Thinking



Staying Ahead of REACh

- Downstream User
 - Ensure our raw materials are supported
 - Ensure our uses are supported
 - Consider our own risk assessments
 - Consider joining consortia where appropriate
 - Participate in REACh Implementation Projects (RIPs)
 - JD will continue to migrate to raw materials with improved health/environmental impacts.
 - Will REACh spark new chemical innovation?



Staying ahead of REACh

- Opportunities
 - Do chemicals that survive REACh serve as a positive list to draw from?
 - Hazard vs. Risk
 - Customer acceptance of risk vs. hazard
 - Applicability beyond Europe?
 - Sourcing
 - Capacity
 - Pricing



JohnsonDiversey and REACH

- REACH can be a huge source of information
 - How will that information relate to today's Green standards?
 - Will REACH close the gap between regulation and green?
- Green is in its infancy
 - Risk vs. Hazard
 - When is each appropriate?
 - Lifecycle Thinking/Assessment
 - Making this routine rather than the exception



Thank You UMASS, Lowell

