REACH: Staying Ahead of the Curve

Bob Israel, Ph.D.
JohnsonDiversey, Inc.
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“Start by doing what's necessary, then what's possible, and suddenly you are doing the impossible.”
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
• 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