

# We all take care

Vileda Professional's view on sustainability



Proudly North American.



# Responsibility for the future

Caring for the future is nothing new to us. We've been on that road for several years and we will stay on it for as long as we are active in the industrial world.

## **What does our dedication to sustainability mean to you?**

That the products you use are developed for maximum cleaning performance and for effective waste management. That production processes and logistics have been optimised for as low environmental impact as possible.

Quite simply – an environmental peace of mind.

## **“We all take care”**

The Freudenberg Group – where Vileda Professional is a part – has had a clear sustainability approach for many years. Already in 1889 the company started a corporate citizenship program, including several voluntary social and welfare services.

And in 2003 the powerful internal program “We all take care” was launched to encourage every associate to contribute ideas and suggestions in terms of improving safety at work and environmental protection for both colleagues and neighbours.

So we are fully aware that sustainability is an ongoing everyday-challenge and has to be continuously implemented and lived by every member of the company.



# Strong commitments. Proven results.



Our clear commitment to sustainability matters cuts clear across our complete organisation and has been on the table for decades.

Over the years we have reached and fulfilled defined goals, and our ambition is to keep on striving to lower the impact on the environment as well as less consumption of earthly resources.

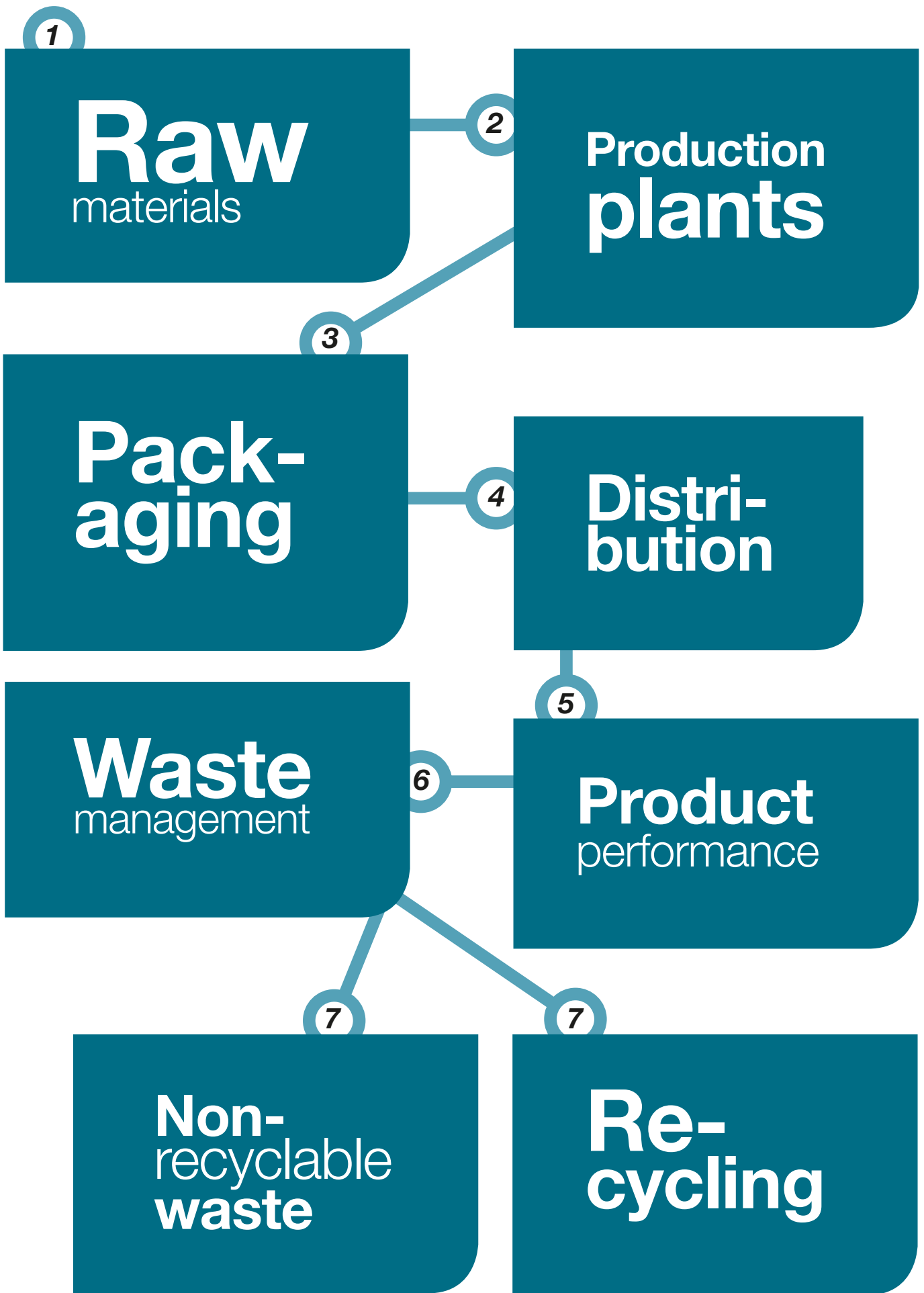


## PROVEN RESULTS

- Nordic Svan eco-certificates for Vileda Professional's high-performing microfibre products.
- The specific energy consumption of the three main FHP production sites (Germany, Sweden and Italy), covering 86% of FHP's production energy consumption, was reduced by 5% related to 2009 and by 23% related to 2005 in 2010.
- Highly effective microfiber cleaning products – Swep, NanoTech micro, MicroStar contractor etc...
- All raw materials are either REACH-compliant or REACH-notified.
- 96% of all raw material value has been purchased according to FHP's "Ethical Sourcing Criteria".
- Fraunhofer study proved optimum warehouse location = minimization of transport miles.
- Our production plants are certified according to ISO 14001 and OHSAS 18001.
- Global implementation program delivering local sustainability projects to each Vileda Professional location.

## OUR CLEAR AND DEFINED FOCUS AREAS

- Extremely long-term durability products. The goal is to prolong the product service life to extend more than 1000 wash cycles.
- Products that perform excellent with less and less usage of chemicals.
- Products with no hazardous substances and in compliance with REACH (Registration, Evaluation and Authorization of Chemicals).
- Constant energy reduction in our plants.
- Transport optimization.
- Efficient product packaging.



# It's all about the future

At Vileda Professional and Freudenberg we bring ecological, social and economic values to life everyday, by doing business based on the principles of sustainability.

What we are doing is to carefully fine-tune and monitor every stage in a product life cycle to minimize impact on the environment, as well as use as little of the earth's resources as possible.

## 1. RAW MATERIALS

Of course our sustainability efforts start already here. And of course we use only raw material with as low environmental impact as possible.

We focus on ecological sourcing – renewable and recyclable. In addition, we follow an “Ethical Sourcing Program”, specifying the expectations towards suppliers in terms of child labour, minimum wages, health, safety and environmental protection. These are followed up by a series of measures – including on-site audits and self-assessments.

## 2. PRODUCTION PLANTS

The specific energy consumption of the three main FHP production sites (Germany, Sweden and Italy), covering 86% of FHP's production energy consumption, was reduced by 5% related to 2009 and by 23% related to 2005 in 2010.

At FHP's Chinese production site in Suzhou/Shanghai, Energy Efficiency Checks are currently conducted successfully.

FHP's Swedish production site in Norrköping has achieved the newly established and very strict EN 16001 certification for energy management in 2010.

## 3. PACKAGING

All packaging is designed to be totally recyclable, and we maximize the usage of recycled material in place of virgin material when appropriate.

All Vileda Professional packaging films are complying with our “Packaging Material White List” and are almost exclusively made up of PP or PE – being either recyclable or energetically re-usable.

Our products are not overpackaged – only the necessary minimum required packaging material will be used and we take new, innovative packaging materials into account, as well as processes that help to reduce the impact on the environment.

## 4. DISTRIBUTION

Efficient load fill is always in focus, as is deliveries by using vehicle designs to maximize carrying capacity. We continuously improve our transport modes in terms of friendlier miles, switching from road to train and sea wherever possible.

All production and warehousing should take place as close to the customer as possible.

## 5. PRODUCT PERFORMANCE

The better the performance, the lower the impact on environment and body. The Vileda Professional products are well-known for their excellent cleaning performance, as well as for durability, washability and convenience. And with up to 1,000 possible washing cycles we contribute as little as possible to waste and land fill.

Patented microfiber technology allows both for an extremely high cleaning performance as well as reducing water and chemical usage dramatically. Compared to for example conventional cotton cloths, using a microfiber cloth reduces the need for chemical agents by 60-80%.

## 6. WASTE MANAGEMENT

Throughout the cleaning utensil's life, waste will occur – from manufacturing to disposal of products.

When packaging the products, we fill every package as optimal as possible, to avoid wastage of packaging material. Also no inner packages are used. All material are recyclable or energetic recyclable.

Due to the non-harmfulness of its raw materials, no special requirements have to be taken into account for disposal. In fact, often the dirt that has been cleaned away with Vileda Professional products, will be far more toxic or hazardous compared to the cleaning utensil itself.

## 7. RECYCLING

Already at the R&D stage, focus is put on how to minimize the environmental impact when the product's days are over. We strive for recyclable homogeneous materials – either renewable or biodegradable – as part of the product design.

Today the majority of our products can be recycled or energetically recycled, and we have a goal of 95% within reach.

## 7. NON RECYCLABLE WASTE

The small fraction of products – or material – that cannot be recycled has to be disposed of. We do our utmost in product design and manufacturing to ensure that our products do not contain substances that are harmful to nature.

Of course we comply with REACH\* regulation, avoiding hazardous substances which are e.g. mutagenic, carcinogenic or toxic-to-reproduction. Moreover, we avoid usage of – or contamination with – hazardous substances, even when these are legally acceptable.

\*Registration, Evaluation and Authorization of Chemicals

# Selected for sustainable cleaning



For many years Vileda Professional has had a clear approach to sustainability – not least when it comes to the products themselves. We develop and market high performance products that are durable, washable, re-usable and with an ergonomic focus.

From out of our extensive product portfolio, we have selected a range of products that meet specific criteria from a sustainability point of view. Using them in the daily cleaning business is a contribution to taking care for future generations. Also you can be sure that taking on a clear sustainability approach will strengthen the competitive edge to your business.

## Top performance. Top-of-the-line products.

Sustainability criteria is one side of this product selection, the other is of course cleaning performance in all its senses.

Fast, effective cleaning with top economy and ergonomics will make a substantial impact on both the cleaning result and on your bottom line figures!

## SUSTAINABILITY CRITERIA

Our products are classified as “sustainable” when one or more of the following criteria are fulfilled.

- |                          |  |
|--------------------------|--|
| <b>Efficiency:</b>       | > 25% savings gained in at least one of the criteria: <ul style="list-style-type: none"><li>• Time needed.</li><li>• Water consumption.</li><li>• Chemicals consumption.</li></ul> |
| <b>Hygiene:</b>          | Ability to remove min. 99% of bacteria.  |
| <b>Ergonomics:</b>       | Tested internationally or certified by independent institute.  |
| <b>Laundering:</b>       | Saves > 25% cost during washing process (e.g. higher washloads).   |
| <b>Durability:</b>       | > 300 washes (for textiles).   |
| <b>Raw materials:</b>    | > 50% recycled or renewable.   |
| <b>Biodegradability:</b> | Product is biodegradable.  |

# Wiping



## MicroStar contractor

MicroStar contractor is a durable microfiber cloth, designed for saving chemicals and water during the cleaning operation.

Working with MicroStar contractor leads to superior hygiene and requires less wringing efforts compared to conventional microfiber cloths.

## NanoTech micro

NanoTech micro is the microfiber cloth that does not only wipe away bacteria, it even kills them in direct contact as nano particles of silver have been embedded in the microfiber structure.

Perfect when need to keep your operational environment as hygienic and healthy as possible.



# MicroEco

Our MicroEco line of wet and dry mops are just another step in helping preserve our natural resources as it prevents thousands of bottles from becoming landfill waste. Together, we can all commit in doing our part to protecting the environment.

# Floor cleaning



## UltraSpeed

Ultra Speed is the complete wet flat mopping system that combines intensive microfiber cleaning with a revolutionary high performance funnel press.

The unique press wrings out more water than traditional vertical presses, allowing floors to dry faster and be back in use quicker – vital in high traffic areas. Using UltraSpeed leads to time savings of 15% compared to an ordinary pocket mop system.

## Sweep

Sweep is the market's most innovative and complete system for pre-prepared damp floor cleaning – no matter what floor or what floor type is to be cleaned, as long as it is a hard floor.

Sweep mops have a certified performance in bacteria removal (Sweep Classic MicroTech = 99,66% removal). Sweep mops are extremely durable.



Compared to a conventional bucket mopping system, the use of Sweep can save 50% of chemicals, 70% of water and 45% in time.

## Origo Trolleys

With maximum flexibility and changeability in mind we created the Origo Line trolleys. You can either choose one of our standard configurations or have your trolley customised exactly to your requirements.

Focus areas in the development have been ergonomics and quality.

## Telescopic handles

Vileda Professional's telescopic handles have been developed with top ergonomics, performance and easy handling in mind.

They are made from durable high quality aluminum construction, and can be adjusted from 100-180 cm to suit every cleaner's physiognomy. The handles has an anti-slip top grip to reduce the slipping when leaned against walls, as well as colour-coded clips.

## Recycled Plastic Waste Containers

Our recycled plastic containers are made with 50% recycled plastic.



## Pushbrooms

Our fine and medium PET pushbrooms are available in a variety of recycled fibers that are:

- High resistance to heat/cold temperatures
- Resistance to oil and lubricant
- Resistance to most chemicals





### **Vileda Professional – Marino – part of the Freudenberg Group**

Vileda Professional – Marino provides innovative cleaning solutions and systems for professional users in various application areas, such as General Building, Healthcare and HoReCa. With sales offices in major markets, and a wide network of representatives, we are located around the world.

Vileda Professional – Marino belong to the Freudenberg Group – a diversified family run global company, headquartered in Germany.



Helping you make a difference.

**Freudenberg Household Products Inc.**

Tel. (905) 669-9949 • Fax. (905) 669-5750

Toll Free U.S.A. and Canada: 1-800-265-6267

[www.marinomop.com](http://www.marinomop.com) • [www.vileda.com](http://www.vileda.com)

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