



A new sustainable initiative
by Dustbane Products Ltd.

Give Meaning To Your Cleaning 



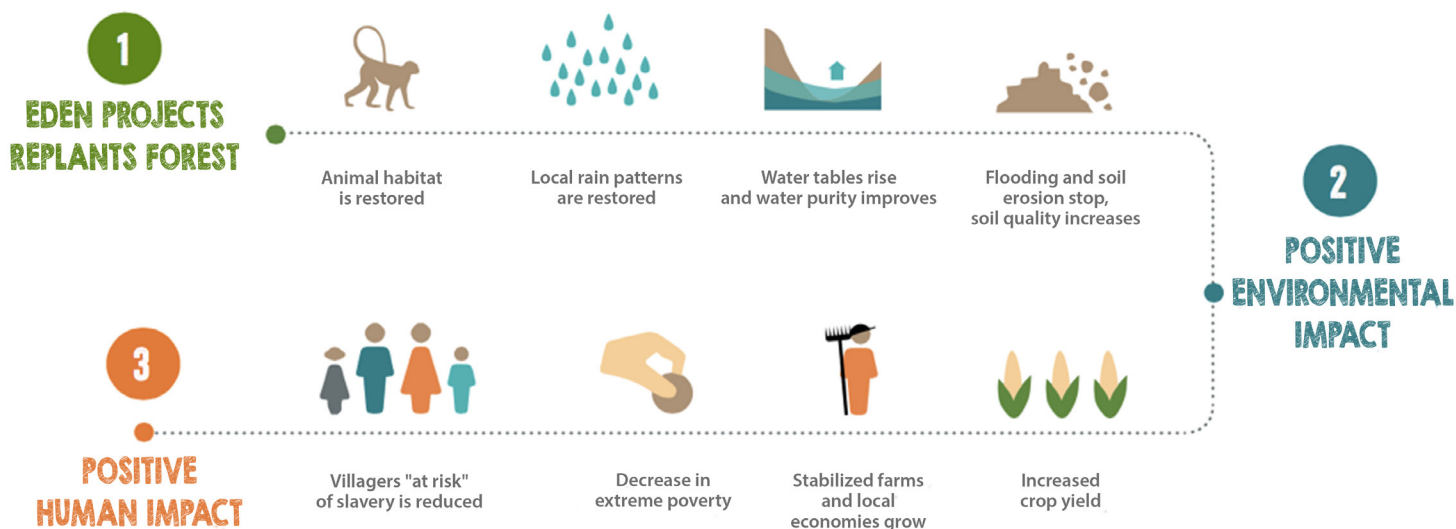
How You Clean Matters

GLOBAL WARMING IS HAPPENING.

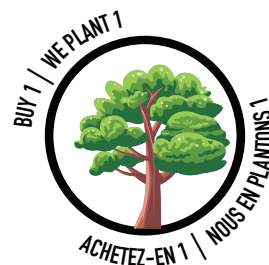
We hear about climate change all the time – we see it happening through more extreme weather events such as wildfires, tornadoes, flooding, and melting glaciers which may have catastrophic consequences. More of these events may happen in the years ahead. Together, we can help the planet tackle global warming by partnering with Eden Reforestation Projects and local communities to help restore forests. We want our products to have an impact. We want to do more than reduce the negative impact of cleaning products on the environment. **WE WANT TO HELP CREATE CHANGE!**

Why Eden Reforestation Projects?

Eden Reforestation Projects helps nations facing the dire impacts of deforestation, endangered plants and animals, and displaced wildlife by **employing local communities to reforest** their surrounding land. Since its beginning, Eden has planted more than **260 million trees in Madagascar alone** while **providing sustainable income and food sources** to impoverished communities there.



Our partnership with **Eden Reforestation Projects** is a promise to **PLANT A TREE** for each eligible 4 L ECOLOGO® hard surface cleaner* **SOLD**. With your help, we can help restore destroyed forests and provide jobs to those in poverty.



**Eligible products are Azure, Emerald, Excelsior, Film Away, Organic, Oxy D.S.T. & Polar.*

Kelp Sea-forests for ocean restoration



Restoring kelp forests offers a powerful, nature-based solution that delivers verified environmental benefits. Here's how kelp restoration supports sustainability, biodiversity, and your corporate responsibility goals.



CAPTURE CARBON, NATURALLY

Kelp forests absorb CO₂ faster than terrestrial forests, helping mitigate climate change at scale. These fast-growing marine plants trap carbon in ocean biomass, boosting your impact on climate without relying on carbon offset claims.



STRENGTHEN COASTAL RESILIENCE

Kelp forests act as natural wave barriers, absorbing the energy from storms and reducing coastal erosion. Restoration can help shield vulnerable shorelines from the effects of climate change and rising sea levels.



RESTORE MARINE ECOSYSTEMS

Kelp forests provide habitat and shelter for hundreds of marine species, from fish to otters. Restoring these habitats enhances biodiversity, supports fisheries, and helps coastal communities that depend on ocean resources. We're proud to bring our Buy 1 | We Plant 1 initiative to Canadian waters — supporting kelp forest restoration at Venture Point, Sunshine Coast, BC.



VERIFIED, TRANSPARENT IMPACT

Through veritree, every kelp restoration initiative is monitored using blockchain technology and local community verification. This ensures transparency, traceability, and long-term accountability in your ocean-positive impact. This partnership works collaboratively with Indigenous knowledge holders, honouring traditional knowledge to restore balance to marine ecosystems.



Did you know...

KELP FORESTS CAN HELP PROTECT COASTLINES BY REDUCING WAVE ENERGY BY UP TO 60% DURING STORMS



Look for our kelp logo!





Vision

To be a growth company focused on continuously improving customer experience through people, products and processes while making a positive impact on society and the environment.



CUSTOMER INTIMATE

Meet customer expectations.



EXECUTE

Deliver results.



GROWTH

Be a high growth company where staff also grow professionally.



RESPECTFUL & INCLUSIVE

Show all stakeholders respect.
Communicate effectively and listen to learn from others.



MEANING

Positively impact people and the planet.