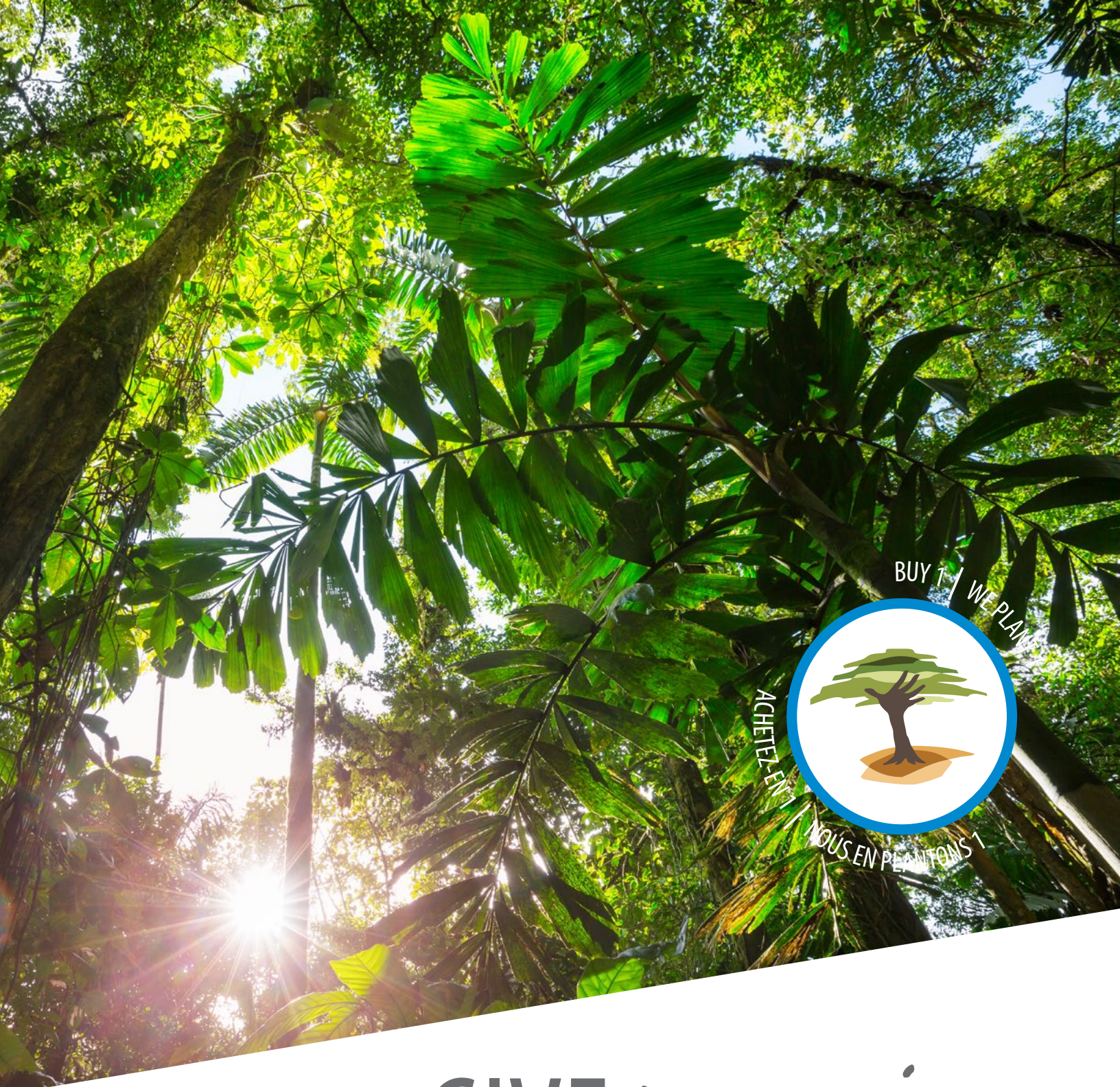




A new sustainable initiative  
by Dustbane Products Ltd.

GIVE meaning  
TO YOUR cleaning™



GIVE meaning  
TO YOUR cleaning™



## OUR CULTURE: HONOURING OUR LEGACY

For 115 years, Dustbane Products Ltd. has proudly been a Canadian family-owned and operated business providing effective, sustainable cleaning solutions.

Chester Pickering founded the company with our name-sake, Dustbane sweeping compound. From the beginning, Chester believed that operating a business was more than just providing a product. He believed that it was just as important to do what was right for society, and there are many stories told of his generosity in giving back to the broader community. It has been said that: **“He would do for others that they could not do for themselves.”**

Over the years, the families that have followed have sought to build on this legacy, striving to be a growth company focused on continuously improving the customer experience through our people, products, and processes while making a positive impact on society and the environment.

### FOSTERING A DIVERSE WORKPLACE

Fostering a diverse workplace and inclusive culture has allowed us to make better decisions as a team, and in doing so, helps us find better ways to serve our customers. We offer a work environment in which employee talents and aspirations are identified and supported. Every quarter, individual employees are recognized with **Core Value Awards**. These awards highlight exceptional team members who are truly living our values: **Customer Intimate, Execute, Growth, Respectful & Inclusive, and Meaning.**

### MOVING FORWARD

We are proud to pay tribute to this legacy, while looking to the future with Dustbane's new Give Meaning to Your Cleaning™ Initiative. With this initiative, we are renewing our commitment to delivering high quality products and customer service excellence, while making responsible, sustainable choices for our planet and giving back to the people in our communities. Give Meaning to Your Cleaning™ aligns with the principles of Corporate Social Responsibility (CSR), which is increasingly being recognized as an integral component of any successful strategic management plan. At the core of CSR is a commitment to ensuring a balance between the 3 P's: **People**, the **Planet**, and **Profits**. The benefits of formally addressing CSR are now well established: increased consumer appeal; enhanced talent attraction and employee retention; stronger client and community relations; positive press and brand differentiation; and increased profitability. Most importantly, it allows everyone in the extended Dustbane Family to more fully live our values, helping all of us to succeed together.

Beyond tree planting, the “Buy 1 | We Plant 1” Initiative enables the hiring of local villagers in Madagascar to plant our trees and therefore, ensures fair-wage employment allowing them to provide for their families.



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Dustbane is also committed to taking action on climate change. An easy and impactful way to combat climate change is by planting trees. Restoring destroyed forests is one of the keys to healing the planet and maximizing nature's ability to tackle global warming. Our latest initiative promises to plant a tree for each eligible 4 L ECOLOGO® certified hard surface cleaner sold. With your help, our **Goal is to plant 1 million trees by 2025.**

### FOCUSING ON PEOPLE

Throughout our long history, we have remained a trusted brand by ensuring that our customers are at the core of everything we do. This starts with transparent communication regarding our manufacturing processes. We want to ensure the health and safety of our customers through our easy-to-use equipment, and our ammonia- and petroleum-free chemistry. We are committed to limiting the exposure of our users to harmful chemicals by offering safer cleaning solutions, that continue to provide effective results and great value.

### GIVE MEANING TO YOUR CLEANING™

The Dustbane Team is excited to build on its legacy of social and environmental responsibility. On November 5th, 2019 we launched our Give Meaning to Your Cleaning™ Initiative. This represents a strengthened commitment to delivering high quality products and customer service excellence, while making responsible, sustainable choices for our planet and giving back to people in our communities. We believe that our employees, partners, and customers want to work with organizations that are doing right by our planet and its people, while helping them solve a business problem.



## THE PLANET

We acknowledge that there are inherent environmental risks in the manufacturing of cleaning chemicals and equipment. By incorporating environmental considerations into everything we do, our aim is to develop innovative cleaning solutions that will continue to meet customer needs, while reducing our impact on the environment. From recycled and recyclable packaging, to biodegradable products and waste water recycling, we believe that by reducing our ecological footprint, we can contribute to reducing yours.



### CONTINUOUSLY IMPROVING OUR APPROACH

Nearly 20 years ago, as a market leader we transformed our chemical line by reformulating our products to be more environmentally friendly. We were the first chemical manufacturer to offer an extensive line of ECOLOGO® Certified products, which we feel is the best environmental sustainability standard in the industry today. Our facility and the manufacturing of our products comply with the strict specifications of the ECOLOGO® Program and are subject to their site audits. Over the last five years, we have taken multiple steps to both increase our efficiency and reduce our carbon footprint.

## SUSTAINABILITY

Sustainability is about more than green cleaning – it means finding solutions to address our current needs, without compromising the ability of future generations to meet their needs.

Sustainability presumes that resources are finite, and underscores the importance of using these wisely. Rather than relying on what seems easiest and cheapest today, sustainability requires us to think creatively and, when it makes sense, be open to doing things differently.

Dustbane incorporates the principles of sustainability into each of its business decisions. We are committed to providing high-quality and high-value cleaning solutions while continuously improving our operations through sustainable products, packaging and manufacturing processes.

### REPURPOSING PLASTIC

In our constant search to find innovative, effective, and more sustainable cleaning solutions, we have recently changed the way we manufacture and source some key items in our offering.

Our **floor pad line** is now made from 100% recycled PET plastic, with a minimum of 80% post-consumer waste. The primary source of these materials is recycled soda and water bottles.

Our newest vacuum series, the **DB Series**, is manufactured from 75% recycled plastic while offering you the same quality and life as non-recycled plastic.

The packaging of our staple product, **Dustbane Sweeping Compound**, is also made of recycled plastic from Ontario's Blue Box Program. Once empty, the container is also a very useful waste receptacle or storage container for our customers. What better way to recycle our plastic than



### THE STORY OF PLASTIC

Plastic pollution has now reached a critical level in every corner of the globe. Around the world, over 1 million plastic water bottles are produced daily, and that number is anticipated to continue to increase year over year. Currently, only 1 out of 5 bottles are recycled, and an estimated 1,500 plastic bottles end up in landfills or in the ocean every second.

## PROFESSIONAL DEVELOPMENT

We believe it is important to help develop those within our company, our partners, and those in the broader business community. We do this through Dustbane 101 training for distributors and end-users; coaching members of various business groups; and by mentoring local students.

**"Doing well is the result of doing good. That's what capitalism is all about." – Ralph Waldo Emerson**

## RECOGNIZING PARTNERS

- **Core Value Awards:** Each year we select "Distributor of the Year" Awards based on the partners that best exemplify each of our core values.
- **Distributor specific "Buy 1 | We Plant 1" Awards:** Recognizes milestone levels of trees planted based on a given distributor's purchases of "Buy 1 | We Plant 1" products.



## COMMUNITY

Over the past few years, we have been working with our customers to identify people and causes that they want to support in their local communities. The benefits of sharing the volunteer experience together have exceeded everyone's expectations. To date, activities have included: assembling sandbags for areas affected by catastrophic flooding, donating necessities to the homeless, providing hot meals to those in need, and much more.

We will continue to partner with our distributor partners to bring acts of kindness into our communities and give a hand up to those in need.



**"I cannot do all the good that the world needs. But the world needs all the good I can do."**  
– Jana Stanfield



## CALL TO ACTION

As a part of the Dustbane Family, we hope you that you are as excited as we are about our Give Meaning to Your Cleaning™ Initiative and want to be a part of what we're doing. If this excites you, here's what you can do:

- **Feedback** – let us know what you think
- **Participate** – be open to partnering with us to bring acts of kindness to your community
- **Spread the word** – let others know what we are doing together (e.g. social media)

We believe we can help you profitably grow your business while, together, we positively impact people and the planet!

**We hope you agree and are ready to join us on this journey.**



## Vision

To be a growth company focused on continuously improving the customer experience through our 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.



### **Dustbane Products Ltd.**

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