Windex® Mini Concentrated Refill Pouch Fact Sheet

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DESCRIPTION

Global environmental leader SC Johnson is taking another bold step to help consumers make greener choices with the launch of the Windex® Mini concentrated refill pouch. Windex® Mini concentrated refill pouch delivers the streak-free results consumers expect from the 75-year heritage of the Windex® brand. Concentrates use less packaging, decrease shipping impacts and reduce waste that ends up in our nation's landfills.

INSTRUCTIONS

In just three small steps, consumers can refill a clean, single 26 fluid ounce Windex® bottle with cleaner:

- Cut the corner of the pouch
- Pour contents into an empty and clean 26 fluid ounce Windex® trigger bottle
- Once pouch is completely emptied, slowly fill the spray bottle with tap water

AVAILABILITY

The product is being sold directly by SC Johnson at www.scjgreenerchoices.com in three-packs of "cut 'n' pour" pouches.

PRICE

Windex® Mini concentrated refill pouches are $7.50 for a pack of three plus shipping and handling.

SMALL CHANGE, BIG DIFFERENCE

The trigger bottle for Windex® Original glass cleaner is already produced with 50 percent post consumer recycled content. Choosing to refill with one Windex® Mini concentrated refill pouch has an immediate positive impact:

- Requires 90 percent less plastic packaging than a 26 fluid ounce trigger bottle - enough to make 6.5 ballpoint pens
- Avoids transporting 22.4 fluid ounces of water - nearly 1.5 pounds by weight

If SC Johnson can prove that concentrates will sell, and convince retailers to stock them, it could make an even bigger impact. People buy approximately 21 million bottles of Windex® Original each year. If just 20 percent of those were refilled, each year it could:

- Save 350,000 pounds of plastic - that's 26 million ballpoint pens
- Avoid using 175,000 pounds of virgin plastic - that's three million soda bottles
- Avoid transporting 735,000 gallons of water - that's more than six million pounds by weight

JOIN THE REVOLUTION

The company invites Windex® Mini concentrated refill pouch purchasers to return to www.scjgreenerchoices.com to post comments and critiques about their experience with the product.

Hi-Res images available upon request.

SC Johnson is a family-owned and managed business dedicated to innovative, high-quality products, excellence in the workplace and a long-term commitment to the environment and the communities in which it operates. Based in the USA, the company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, and pest control. It markets such well-known brands as GLADE®, OFF!®, PLEDGE®, RAID®, SCRUBBING BUBBLES®, SHOUT®, WINDEX® and ZIPLOC® in the U.S. and beyond, with brands marketed outside the U.S. including AUTAN®, BAYGON®, BRISE®, KABIKILLER®, KLEAR®, and MR. MUSCLE®. The 125-year-old company, with more than $8 billion in sales, employs approximately 12,000 people globally and sells products in virtually every country around the world. www.scjohnson.com