



MEMBER SPOTLIGHT



SC Johnson
A FAMILY COMPANY

SC Johnson's Legacy of Conservation and Transparency – in Brazil and across the Globe



SC Johnson is a family company 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. The 132-year-old company is one of the world's leading manufacturers of household cleaning products and products for home storage, air care, pest control and shoe care, as well as professional products, and is the maker of such well-known and trusted brands as Glade®, Raid®, OFF! and Mr Musculo®. SC Johnson employs approximately 13,000 people globally and sells products in virtually every country around the world – including Brazil.

For more than 80 years, Brazil has played an important role in the success of SC Johnson. The connection began in 1935 when third-generation company leader H.F. Johnson, Jr. pioneered a 15,000-mile roundtrip expedition to South America to study the carnaúba palm. The carnaúba palm is the source for carnaúba wax, which was a key ingredient in SC Johnson products at the time. The journey brought H.F. to beautiful Fortaleza, Brazil, and marked the beginning of the family's and the company's relationship with Brazil – a strong bond that continues to this day.

SC Johnson went on to develop a carnaúba processing plant in Fortaleza in 1937 and a plantation at Raposa, in the state of Ceará, in 1938 to serve as a research center for the growing, harvesting and refining of carnaúba and other waxy palms. The 400-acre plantation was later donated to the Escola de Agronomia of the University of Ceará for continued study of the trees.



In 1998, fourth-generation leader Sam Johnson and his sons, including fifth-generation leader Fisk Johnson, retraced the historic 1935 Carnaúba Expedition, reaffirming the company's commitment to sustainability and celebrating the "spirit of adventure" that started SC Johnson's affiliation with Brazil all those years before.



Protecting the Brazilian Environment

Recognizing the vital role that the Caatinga region in Brazil plays in the ecosphere, SC Johnson established The Fund for Conservation of Caatinga following the 1998 trip. This fund was instrumental in subsidizing The Caatinga Association, an organization committed to the study and protection of the region. SC Johnson also donated 18,000 acres of Caatinga land to The Nature Conservancy, and contributed to the protection of two Caatinga reserves.

As part of SC Johnson’s continuing work with and contributions to Conservation International, more than 100,000 acres of land have been conserved – much of that in the Amazon region. In 2017, SC Johnson partnered with Conservation International to support the virtual reality film “Under the Canopy” and encourage the public to join in protecting 10,000 acres of rainforest. The funds raised are now being used to kick off the world’s largest tropical reforestation project in the Brazilian Amazon.

This multimillion-dollar, six-year restoration project, which is the result of a partnership between Conservation International, the Brazilian Ministry of Environment, the Global Environment Facility, the World Bank and Rock in Rio, will restore 73 million trees in the Brazilian Amazonia region by 2023. The endeavor will also help Brazil move toward its Paris Agreement target of reforesting 12 million hectares of land by 2030.

Offering Great Workplaces in Brazil

In Brazil, SC Johnson has been recognized four times as a Best Multinational Workplace by the Great Place to Work® Institute. In 2017, SC Johnson Brazil earned the No. 6 spot in the ranking for Best Medium-sized Multinational Workplaces. The SC Johnson operation in Rio de Janeiro also was named a Best Workplace for the third year in a row, ranking No. 2 on the list in 2017.

SC Johnson operates a manufacturing plant in Manaus, which has achieved zero landfill status – a protocol estimated to keep some 91 tons of refuse out of Brazilian landfills each year. Manaus is one of 17 SC Johnson sites that send zero manufacturing waste to landfill, and in recent years the plant has implemented several initiatives that increased recycling rates, reduced packaging and expanded access to environmental education.



Leading the Industry in Transparency

Throughout the company's 132-year history, SC Johnson has been pioneering in its industries, leading in the communities in which it operates, and investing in the best science to help the company go beyond what's regulated to do what's right. This includes SC Johnson's industry-leading global ingredient transparency program, which provides information for more than 5,300 products in 34 languages sold by the company in 52 countries worldwide. If consumers want to know what's in an SC Johnson product they can find the details on the company's WhatsInsideSCJohnson.com ingredient website – written in clear and straightforward terms.

Breaking down a barrier between companies and consumers, this program gives people unparalleled access to a comprehensive list of product ingredients for many iconic SC Johnson brands. With this level of transparency, SC Johnson is raising the bar again while giving more consumers the tools and information they need to make informed choices. The program currently reaches 5 billion consumers in North America, Europe and Asia Pacific; in 2018, SC Johnson will expand this program to countries across Latin America.

Also in 2018, SC Johnson is sharing publicly – with more detail than ever before – how the company's Greenlist™ ingredient selection program works. Greenlist™ is a peer-reviewed, science-based program that evaluates the impact on human health and the environment for every ingredient SC Johnson uses. First formalized in 2001, Greenlist™ has guided SC Johnson's product development ever since with the goal of continually improving products.

The Greenlist™ program goes well beyond what's legally required. While it's a significant investment to spend time and resources on every single ingredient decision, SC Johnson's commitment to the families who use its products is that the company will always make the most informed choices, and make products that are as safe and environmentally responsible as possible.

“Making informed choices, and being transparent so that others can too, is more than just good business. It's our responsibility as a family company,” said Fisk Johnson, Chairman and CEO of SC Johnson. “And, it's our recognition of what matters most: The trust you put in our company and our products, and our commitment to live up to that trust, each and every day. To us, nothing is more important.”

For more information on SC Johnson please visit their [website](#).