

A Letter From The President



November 20th, 2020

Re: Dustbane's "Give Meaning to Your Cleaning™" Program Celebrates 1 Year Anniversary.

We will all remember 2020 as a year like no other, with COVID significantly impacting not only the economy, the environment, but virtually every aspect of our daily family and professional lives. For some, the pandemic has taken a huge toll on health, wellness, and financial stability. This year's challenges mean that now, more than ever, we need to reach out with more support, an additional hand up and compassion for those in need.

On November 1st, 2019 Dustbane launched our "Give Meaning to Your Cleaning™" initiative.

With this initiative, we are strengthening our 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.

Since then, here are some of the ways our team, our distribution partners and our customers have come together to demonstrate this commitment and execute on this promise:

Initiative	1 Year Results
Addressing the global deforestation problem through our "Buy 1 We Plant 1" initiative	<ul style="list-style-type: none">• 110,000 Trees planted
Partnering with our distributors to bring acts of kindness into our communities and give a hand up to people in need.	<ul style="list-style-type: none">• 1,050 Meals served to those in need• Over 43,000 litres of cleaning chemicals donated
Continuing to focus on using environmentally sustainable manufacturing processes and materials	<ul style="list-style-type: none">• 3.5 million plastic bottles diverted from landfills

On the 1-year anniversary of "Give Meaning to Your Cleaning™", we want to take a moment to extend our sincere thanks and heartfelt gratitude to everyone who contributed to making these initiatives a success.

For 112 years Dustbane Products Ltd. has proudly been a Canadian, family-owned and operated manufacturer providing effective, sustainable cleaning solutions.

For more information on our "Give Meaning to Your Cleaning™", initiative click here:
<https://www.dustbane.ca/training-centre/give-meaning-to-your-cleaning>

Most sincerely,

Ben Merkley
President