

# A Letter From The President

GIVE meaning TO YOUR cleaning™



November 5<sup>th</sup>, 2019

For 111 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.

Over the years, we have carried this philosophy through with our people, our processes, and our products. Nearly 20 years ago, as a market leader we transformed our chemical line by reformulating our products to be more environmentally friendly and launched our ECOLOGO® line-up. We also introduced more sustainable manufacturing processes and materials to reduce our impact on the environment. Recent examples of this ongoing effort include our newly launched DB3 vacuums and our floor pads, both made from recycled plastic bottles.

Now, building on this legacy of social and environmental responsibility, I am excited to announce our new "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.

Here are some of the things we are committed to doing:

- Continuing to focus on using environmentally sustainable manufacturing processes and materials
- Partnering with our distributors to bring acts of kindness into our communities and give a hand up to people in need.
- Through our "Buy 1, We Plant 1" initiative we will be helping to address the global deforestation problem. By partnering with Eden Reforestation Projects we are providing an opportunity for local communities in Madagascar to earn a living wage and break the cycle of poverty.

Dustbane's "Give Meaning to Your Cleaning™" initiative aligns with the principles of Corporate Social Responsibility (CSR), which is increasingly being recognized as a 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; attracting talent and employee retention; stronger client and community relations; positive press and brand differentiation; and increased profitability. Most importantly, it allows everyone in the Dustbane Family to more fully live our values, helping all of us to succeed together.

As good corporate citizens it is important to recognize that we will not always be perfect. We are not saying that our actions alone will change the world, but we do believe that each person can have an impact; and often giving time is just as valuable as money. Together we can achieve more!

As a part of the Dustbane family, we hope 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 – if we approach you, be open to partnering with us to bring acts of kindness to your community
- Spread the word – let others know what we're doing together (eg. 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.

Most sincerely,

Ben Merkley  
President