

**Ken Farrington**

**From:** Phil Clavey [phil.clavey@johnsondiversey.com]  
**Sent:** Monday, June 01, 2009 6:16 PM  
**To:** kenf@nsfarrington.com  
**Subject:** News from JohnsonDiversey Consumer Brands

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# NEWS FLASH!

June 1, 2009

## CB News Flash



### Price Increase

*TO: All JohnsonDiversey Consumer Brands U.S. Distributors*

As the result of escalating prices on steel, caustics and certain surfactants, we are forced to implement a selective price increase, effective July 6, 2009, on roughly one-third of the products we offer. The increases range from 1% to 15%, with most at or below 5%.

We understand the impact this will have on your business which is why we are only passing along increases that significantly effect specific formulas and packaging materials.

As your business partner, we want to share what we are doing to hold down costs:

- Working with the most efficient suppliers to leverage our global purchasing power.
- Continuing our packaging strategy to reduce raw material usage.
- Optimizing factory costs through lean processes and improved utilization.

We anticipate many of you will want to pre-buy at month's end using our existing price level. To ensure you receive this discount, all orders must be received by close of business on Monday, June 22, 2009 and shipped within our normal three-day time frame.

Your JohnsonDiversey Consumer Brands sales manager is equipped with the tools and knowledge to help you sell through this price increase. An updated price list will be

sent to you electronically later this week. We are all dedicated to supporting you in any way we can. Thank you for your continued business.

Sincerely,

Stephen J. Moser  
Vice President and General Manager  
JohnsonDiversey, Inc.

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