

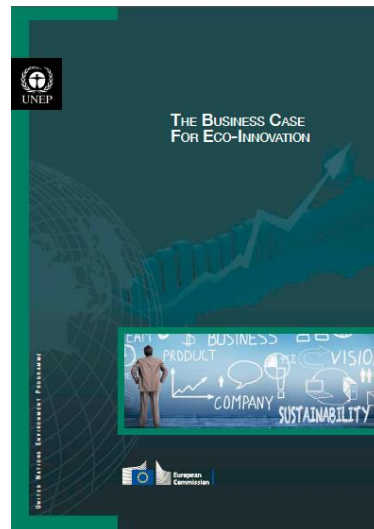
Press Release

FOR IMMEDIATE RELEASE

UNEP Selects SAFECEM as Business Case for Eco-Innovation

Duesseldorf, November 2014: **The United Nations Environment Program (UNEP) selected SAFECEM as a business case example within the Eco-Innovation Project, in collaboration with the European Commission. SAFECEM implemented sustainability throughout its operations and the value chain. The according publication ‘The Business Case for Eco-Innovation’ was issued on November 5, 2014.**

The Eco-Innovation project is seen as a key milestone in the co-operation between UNEP and the Directorate General for the Environment of the European Commission. It promotes eco-innovation and shows how companies benefit from its implementation. The according publication ‘The Business Case for Eco-Innovation’ contains eight compelling cases from companies giving an in-depth insight of how these companies applied eco-innovation and what the benefits are.



After a thorough evaluation phase, SAFECEM Europe GmbH was selected as one of the cases. With its unique business model, SAFECEM offers sustainable and customized solutions related to the use of solvents in industrial parts cleaning and textile cleaning. Thus, up to 98% of solvent consumption can be saved in combination with closed cleaning technology. The case study points out that the

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SAFECEM solution exceeds regulatory requirements and the company is ahead of competition based on its eco-innovation strategy.

The complete publication including the case studies can be downloaded on the UNEP website at www.unep.org/ecoinnovationproject/.

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About SAFECEM

SAFECEM Europe GmbH was founded in 1992 and is a wholly owned subsidiary of The Dow Chemical Company. SAFECEM is an experienced provider of services and solutions related to the safe and sustainable use of solvents in dry cleaning and surface cleaning. This includes the closed-loop SAFE-TAINER™ system for the safe and emission-free supply and take-back of solvents. SAFECEM is committed to the principles of Responsible Care® and Product Stewardship and develops new business models and services like COMPLETE™ Chemical Leasing to optimise the balance between ecology, economy and social responsibility. With offices in Düsseldorf, Paris and Midland, MI, SAFECEM serves in close cooperation with a network of responsible distributors over 8,000 customers world-wide. Expert know-how around the entire cleaning process is offered by SAFECEM via the CHEMAWARE™ Knowledge Services. www.safechem-europe.com, www.chemaware.org.