



Alticor and the Environment

Mission Statement We believe that the proper use and management of the world's resources are the responsibilities of industry and individuals. We recognize our responsibility and role in fostering and promoting sound environmental stewardship.

Long-Term Commitment to Environmental Innovation

- Beginning in 1959, we offered one of the first biodegradable products ever, L.O.C.™ (Liquid Organic Cleaner) Multipurpose Cleaner
- We were an early innovator in using biodegradable surfactants in SA8™ laundry detergent and other cleaning products.
- We offer unique phosphate-free laundry products.
- We removed CFC's (chlorofluorocarbons, which may cause ozone damage) from our products before it was required by law.
- Our products are formulated to meet the most stringent VOC (volatile organic compound) requirements for preventing smog.

Organic Farms

- We organically grow many of the plants used in our concentrates on our own certified organic farms.
- We use no synthetic chemical pesticides, herbicides or fertilizers on our organic acreage.

Reducing Waste

- Most of our household products are concentrated, which means they last longer and result in less packaging waste
- We recycle, reuse and recover plastic, paper and other waste materials.
- Most bottles we manufacture use a level of post-consumer recycled HDPE resin that exceeds industry standards. (HDPE is High Density PolyEthylene, the same plastic used to make milk jugs and detergent bottles.)
- We recycle up to 95 percent of recyclable materials from waste produced at Alticor's World Headquarters.
- We actively participate in government-sponsored, voluntary programs to reduce waste from manufacturing and operations, such as the Michigan Department of Environmental Quality's "Great Printers Project" for printing operations and its "Michigan Pollution Prevention Partnership" and the U.S. Environmental Protection Agency's Green Lights Program for energy efficient lighting.