



News Release

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Building Service Contractors Achieve Day Cleaning Certified Contractor Status at Diversey Day Cleaning Training Program

Diversey helps BSCs drive sustainability and increased business performance with day cleaning training program

STURTEVANT, Wis. – January 23, 2012 – [Sealed Air's](#) (NYSE: SEE) [Diversey](#) business today announced that five leading Building Service Contractors (BSCs) earned HHPC Day Certified Contractor status at its HHPC Day™ Training Academy held in Sturtevant, Wis. Nov. 7 – 10. The newly certified BSCs include Aetna Building Maintenance, Eurest Services, Harvard Maintenance, St. Moritz Building Services and Varsity Facility Services.

HHPC Day is a formal day cleaning training and certification program for BSCs. The Academy brings together a group of preeminent day cleaning instructors with real-world experience to help BSCs learn how to develop and manage their own day cleaning programs using a healthy high performance cleaning (HHPC) system. Becoming a HHPC Day Certified Contractor allows BSCs to offer their customers energy savings, a more sustainable approach to cleaning and increased productivity and efficiency. It also improves employee morale by eliminating late night shifts.

“With the industry trending towards sustainable building maintenance, the HHPC Day program provides the tools and training necessary to meet our clients’ demands while providing a better quality of life for our employees,” said program attendee Sean Letwat, Vice President of Business Development for Aetna Building Maintenance. “I have established day cleaning programs at four different facilities over the last five years, and this training has enabled me to think about day cleaning in a different way. Diversey has truly raised the bar for day cleaning program implementation.”

The HHPC Day Academy is a three-day event that includes instruction from facility managers experienced in day cleaning, industry consultants who have transitioned millions of square feet of space to day cleaning and Diversey’s in-house cleaning experts. Attendees learn the ins and outs of



day cleaning and the strategies to successfully implement, manage and market day cleaning programs.

“I was very impressed with the scope and thoroughness of the HHPC Day program,” said program attendee Ken Mead, Business Analyst, Harvard Maintenance. “Diversey has thoroughly considered the questions and objections to converting to a day cleaning program and provided the information necessary to overcome those objections. Day cleaning goes far above and beyond current green cleaning best practices and will likely one day become an industry best practice.”

HHPC Day faculty included leading industry experts such as:

- Steve Spencer FMA, Facilities Specialist, State Farm
- Dave Hewett, Consultant for iNPoint Advisors and past chairman of BOMA International
- Gene Woodard, Director of Building Services Division, University of Washington
- Robin Grouette, Day Cleaning Consultant, Grouette Consulting
- Jennifer Corbett-Shramo, IFMA Fellow and Chief Executive Officer of Innovative Cleaning Services and Clean Solutions
- Michelle Fontana, Solutions Consultant, insideEdge Concepts
- Rob Kohlhagen, AVP Sustainability, Diversey
- Stuart Carron, P.E., Senior Director, Global Facilities and Real Estate, Diversey

HHPC Day Certified Contractors utilize comprehensive toolkits that include staff training materials, operations manuals, online training courses, marketing materials and client communications to accelerate the adoption of day cleaning programs. Diversey will host additional HHPC Day Academies in April and September 2012.

“If planned and executed well, day cleaning is simply the lowest cost and most sustainable way to clean a building,” said Rob Kohlhagen, Executive Director of the HHPC Day Academy. “But success is only possible if you have the tools, strategies and leadership in place. HHPC Day was built by industry experts to enable BSCs to become leaders in the day cleaning movement.”

Diversey is a business unit of Sealed Air Corp., a leader in food and other protective packaging solutions. Sealed Air recently completed its acquisition of Diversey, creating the new global leader in food safety and security, facility hygiene and product protection. For more information about Diversey, visit www.diversey.com.



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About Sealed Air

Sealed Air is the new global leader in food safety and security, facility hygiene and product protection. With widely recognized and inventive brands such as Bubble Wrap® brand cushioning, Cryovac® brand food packaging solutions and Diversey® brand cleaning and hygiene solutions, Sealed Air offers efficient and sustainable solutions that create business value for customers, enhance the quality of life for consumers and provide a cleaner and healthier environment for future generations. On a pro forma basis, Sealed Air generated revenue of \$7.6 billion in 2010 and has approximately 26,000 employees who serve customers in 175 countries. To learn more, visit www.sealedair.com.