

SAFECEM Mission

**We are The Service Company responsible for the sustainable and innovative use of chemicals**

**The SAFECEM Business Model – sustainable solutions for industrial cleaning**

Copenhagen, January 20, 2011

Steffen Saecker



A Subsidiary of The Dow Chemical Company 

**The SAFECEM Business Model – sustainable solutions for industrial cleaning**

**SAFECEM Europe GmbH**

- **Subsidiary of The Dow Chemical Company** 

Founded in 1992 in Germany

Today 40 employees serving Europe and North America

Located in Düsseldorf (Germany), Paris (France) and Midland, MI (USA)

- **SAFECEM Mission:**

We are The Service Company responsible for the sustainable and innovative use of chemicals

- **SAFECEM provides Industrial Surface Cleaning Solutions to more than 7500 customers**



## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### Chlorinated Solvents for high precision surface cleaning




- **Chlorinated Solvents are performance products for the surface cleaning industry:**
  - Products of choice since decades
  - Non-flammable
  - High degreasing potential
  - Low surface tension
  - High recycling potential
- **BUT Chlorinated Solvents have product specific risks which need to be managed:**
  - Ground penetration
  - Insufficient biodegradability in the ground
  - High emission level

3

**SAFECHEM**   
be responsible

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### High quality solvent cleaning for your safety

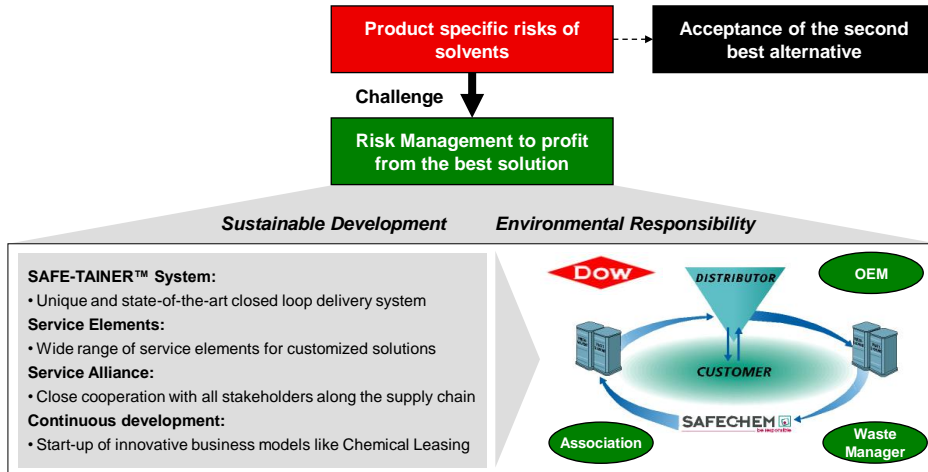
- **High quality industrial surface cleaning is indispensable for human progress:**
  - Aeronautic industry 
  - Automotive industry 
  - Measuring instruments 
  - Safety components 
  - Surgical instruments  
- **Effective Risk Management enables the sustainable use of chlorinated solvents:**
  - Storage, transport and handling in closed loop safety systems and use in closed equipment
  - Service elements for maintenance and quality
  - Training and application know-how from experts along the entire supply chain:  
[www.chemaware.org](http://www.chemaware.org)

4

**SAFECHEM**   
be responsible

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### Risk Management in a Cradle to Cradle Business Model



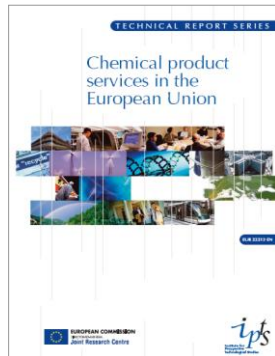
™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow

5

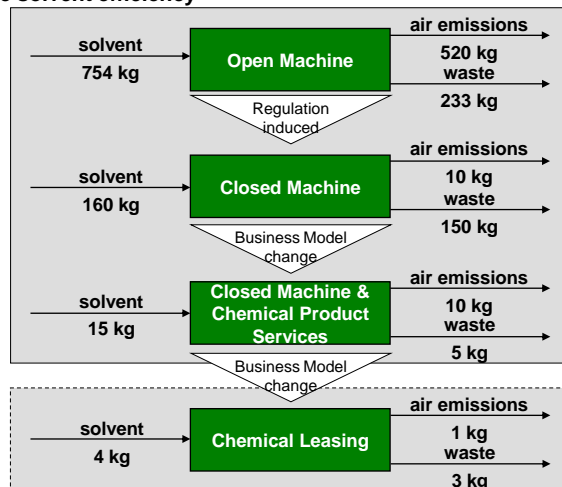
**SAFECHEM** be responsible

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### Chemical Product Services increase solvent efficiency



Amounts per 100 kg oil removed

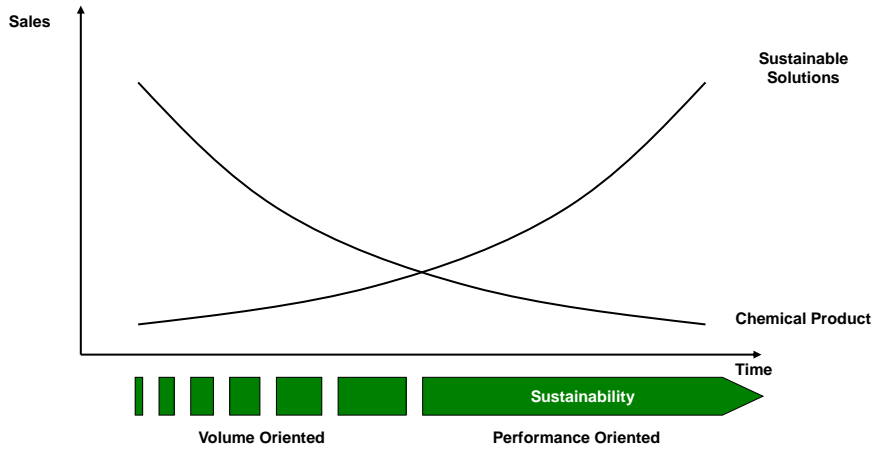


6

**SAFECHEM** be responsible

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### Paradigm Shift



**SAFECHEM** be responsible

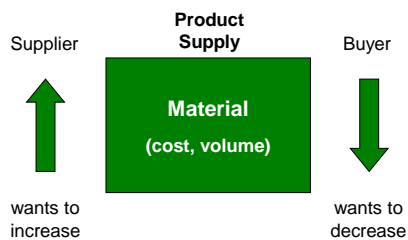
7

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### Chemical Leasing

- Full and optimized solution package for high performance industrial cleaning
- High quality cleaning results, increased cleaning efficiency, and optimized environmental profile
- Invoicing: full solution package based on the cleaning performance – fee per cleaned part or per month
- Optional: leasing of state-of-the-art closed cleaning equipment

#### Traditional Relationship: Conflicting incentives



#### Chemical Leasing Models: Aligned incentives



**SAFECHEM** be responsible

8

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### COMPLEASE™ Chemical Leasing

Solvents	Waste Management Services
<ul style="list-style-type: none"> <li>• High quality solvents: DOWPER™ MC, DOWPER™ N, NEU-TRI™ E, NEU-TRI™ L, DOWCLENE 1601, DOWCLENE 1611, DOWCLENE™ 1621</li> <li>• Safe delivery in the SAFE-TAINER™ system</li> </ul>	<ul style="list-style-type: none"> <li>• Take back of used solvent in the SAFE-TAINER™ system</li> <li>• Waste analysis</li> <li>• Documented waste management streams</li> </ul>
Cleaning Equipment	Services
<ul style="list-style-type: none"> <li>• State-of-the-art cleaning machine</li> <li>• Machine maintenance and service</li> <li>• Accessories</li> </ul>	<ul style="list-style-type: none"> <li>• MAXICHECK™ on-site quality monitoring</li> <li>• Comprehensive laboratory analysis</li> <li>• MAXISTAB™ stabilisation system / MAXIBOOST™ solvent additives</li> <li>• Logbook</li> <li>• Technical service and consultancy</li> </ul>
CHEMAWARE™ Know-how	
<ul style="list-style-type: none"> <li>• Extensive trainings &amp; consultancy</li> <li>• Expertise and know-how about regulatory framework and Responsible Care®</li> <li>• Lobbying and campaigning for the sustainable use of solvents</li> </ul>	



™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow

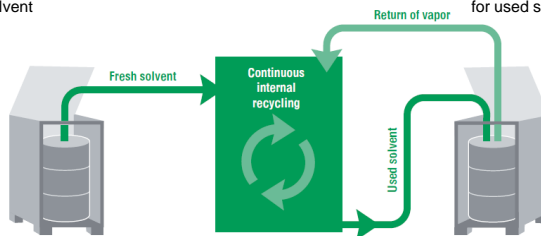
9

**SAFECHEM** be responsible

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### COMPLEASE™ Chemical Leasing

Safe Supply	→ Safe Handling	→ Safe Take-Back
<ul style="list-style-type: none"> <li>• Supply in SAFE-TAINER™ system as part of the "Cradle-to-Cradle" principle</li> <li>• Dow branded solvents</li> </ul>	<p>Process optimisation:</p> <ul style="list-style-type: none"> <li>• Solvent Maintenance and comprehensive services</li> <li>• Technical process optimisation</li> </ul>	<ul style="list-style-type: none"> <li>• Take-back of used solvent in the SAFE-TAINER™ system</li> <li>• Waste analysis feedback</li> </ul>
<ul style="list-style-type: none"> <li>• SAFE-TAINER™ system for fresh solvent</li> </ul>	<ul style="list-style-type: none"> <li>• Closed cleaning machine</li> </ul>	<ul style="list-style-type: none"> <li>• SAFE-TAINER™ system for used solvent</li> </ul>



™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow

10

**SAFECHEM** be responsible

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### COMPLEASE™ Benefits for the Customer

#### Process optimization

- SAFECHEM products and service solution
- High-performance cleaning equipment
- Adjustment and optimization of all process parameters

#### Continuous process improvement towards highest quality and economic efficiency

#### Bundled know-how from all cleaning process partners involved

#### High precision cleaning quality while complying with relevant regulations and meeting the principles of Responsible Care®

#### Competitive advantage and investment security

#### Cost transparency and economic value

#### Improvement of social behavior and image of brand and company

™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow  
®Registered Service Mark of the American Chemistry Council



11

## The SAFECHEM Business Model – sustainable solutions for industrial cleaning

### SAFECHEM received the Global Chemical Leasing Award 2010



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



lebensministerium.at



12

SAFECEM Mission

**We are The Service Company responsible for the  
sustainable and innovative use of chemicals**

**Thank you very much for your attention!**

---

**[www.safechem-europe.com](http://www.safechem-europe.com)**

**[www.chemaware.org](http://www.chemaware.org)**

**SAFECEM**   
**be responsible**

A Subsidiary of The Dow Chemical Company 