

January 23, 2006

Addressee
Job Title
Company Name
1234 Street Address
City, State Zip Code

Dear Sir or Madam,

In an effort to provide our employees and visitors with the most comfortable and healthiest indoor environment possible, we are initiating a comprehensive Healthy High Performance Cleaning for all [number] of our facilities in [locations]. Healthy High Performance Cleaning from JohnsonDiversey is a unique housekeeping program. We've selected products, implemented procedures and engaged occupants in a building care program that is better for the environment. We are committed to providing occupants, visitors and housekeeping personnel with a safer, healthier building environment.

Programs such as Healthy High Performance Cleaning increase the quality of the indoor environment. They have been proven to reduce absenteeism by as much as 23 percent, increase employee retention by as much as 12 percent and improve productivity by as much as 6 percent.

The Healthy High Performance Cleaning program is a more focused approach to the selection of products and the way that they are used. But with one more important difference: our employees are more involved. They're a critical part of the equation for keeping our facilities safe, healthy and high performing.

In order to provide our employees with a safer, healthier work place, only products that meet the high standards set by such agencies as Green Seal are selected for the Healthy High Performance Cleaning program. Green Seal is an independent, non-profit organization that identifies and promotes products and services which cause less toxic pollution and waste, conserve resources and habitats, and minimize global warming and ozone depletion. The Healthy High Performance Cleaning program that we are using from JohnsonDiversey was developed in consultation with Green Seal.

[Closing company or organization boilerplate, which includes overall positioning statement on the Healthy High Performance Cleaning program.]

Sincerely yours,

Executive's Name
Title
Company Name



CLEAN Environments
Indoors and Outdoors

[Your Logo Here]