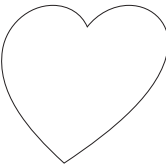
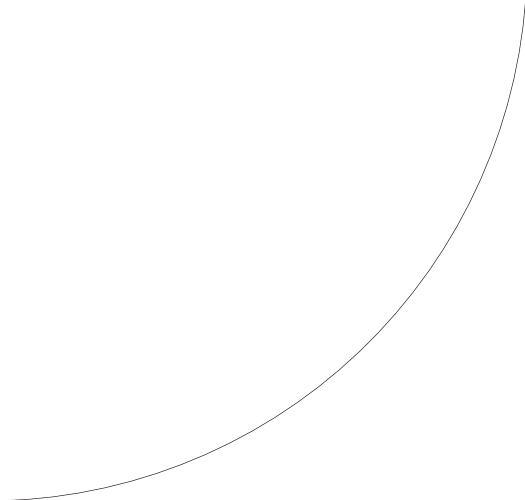


our heart  is green





Eight ways to make the world a cleaner and greener place.

As the saying goes, 'There is no Planet B'. This is the only world we've got so the world has got to clean up its act. At Selden Research Limited, green credentials are part of our DNA.

the selden research



clean-green charter

Selden Research Limited - helping to make our blue planet a little greener and a lot cleaner.

We are the UK's leading manufacturer of specialised cleaning, hygiene and maintenance chemicals serving the professional cleaning, industrial and automotive markets. A strict environmental policy is second nature to us and our location in the Peak District National Park is a constant reminder of our responsibility to minimise the impact of our business activities and our pledge to make a positive contribution to environmental protection.

We have an established **eight-point environmental statement** which demonstrates our commitment to the principles of sustainability and to which we are accountable:

- | | |
|---|--|
|  We set ourselves industry-leading standards. |  We don't expect other people to clean up after us. |
|  Selden minimises wastage, packaging and transportation. |  Conserving energy, preserving resources. |
|  If it can be recycled, it will be recycled. |  By being innovative, we strive to do better. |
|  Our chemicals policy exceeds regulatory requirements. |  We like to work in partnership with our clients. |

In the Selden Research Charter, we outline the **facts** about environmental issues and standards relevant to our industry. We provide **proof** of our commitment to the principles of sustainability and, through our **promises**, outline measurable objectives and proposals for a greener future.

1 we set ourselves industry-leading standards

Selden is committed to using external accreditations, such as ISO 9001, ISO 14001 and IPPC to independently verify its green credentials.

The facts.

ISO 9001

ISO 9001 is the defining standard for the quality management of businesses. It applies to processes and prescribes systematic control of all activities to ensure that the needs and expectations of customers are met.

ISO 14001

ISO 14001 is the internationally recognised standard for Environmental Management Systems. It applies to all environmental aspects which the organisation has control or influence over. It obliges organisations to rate and continually improve their own environmental impact and performance. It is the precursor to achieving the even higher standard of an IPPC permit.

IPPC

The Integrated Pollution Prevention and Control Directive (IPPC) to minimise air, land and water emissions is enforced by the Environment Agency.

An IPPC permit is the single highest environmental accreditation for manufacturers and stipulates a strict minimum level of environmental protection across all aspects of manufacturing.

Manufacturers without an IPPC permit are unable to convert pre-cursors into raw materials on-site and incur significant wastage and cost through the transportation of pre-reacted raw materials.

The proof.

Selden has been externally certified to the ISO 9001 and 14001 standards.

Selden is one of only a select group of cleaning chemical manufacturers to comply with the IPPC directive. Certification is expected to be granted during the late Spring of 2007.

The promise.

We intend to go beyond ISO 9001 and 14001 by gaining AISE Charter status. This is a voluntary initiative by the detergents industry to promote sustainability. Participating companies must undergo independent verification of environmental best practice to be accepted into the Charter.

Selden also aims to achieve the 18001 standard for Occupational Health & Safety. This demonstrates that our workplace safety management systems match the class leading standards set by our quality and environmental systems.



ISO 9001 and 14001

<http://www.iso.org/iso/en/iso9000-14000/understand/inbrief.html>

IPPC

<http://www.ec.europa.eu/environment/ippc/>

AISE charter

<http://www.sustainable-cleaning.com>



selden minimises wastage, packaging and transportation

We make advantageous use of our extensive bulk storage tank farm, including dilution equipment and an IPPC licence to buy key ingredients in bulk, in a concentrated form.

The facts.

In the Environment Agency's guidance on the chemical industry it states that the priority in waste management is to reduce the generation of waste before recycling what is possible from the remainder.

Conventional manufacturing plants take many deliveries of raw materials packaged in drums or bags, leading to pollution from delivery vehicles and packaging waste.

We believe it makes more sense for key raw materials to be pumped straight into bulk storage containers by road tanker.

Certain high volume ingredients can only be purchased in dilute solution unless the operator has access to specialised dilution equipment or has the ability to convert pre-cursors into raw materials with an IPPC licence.

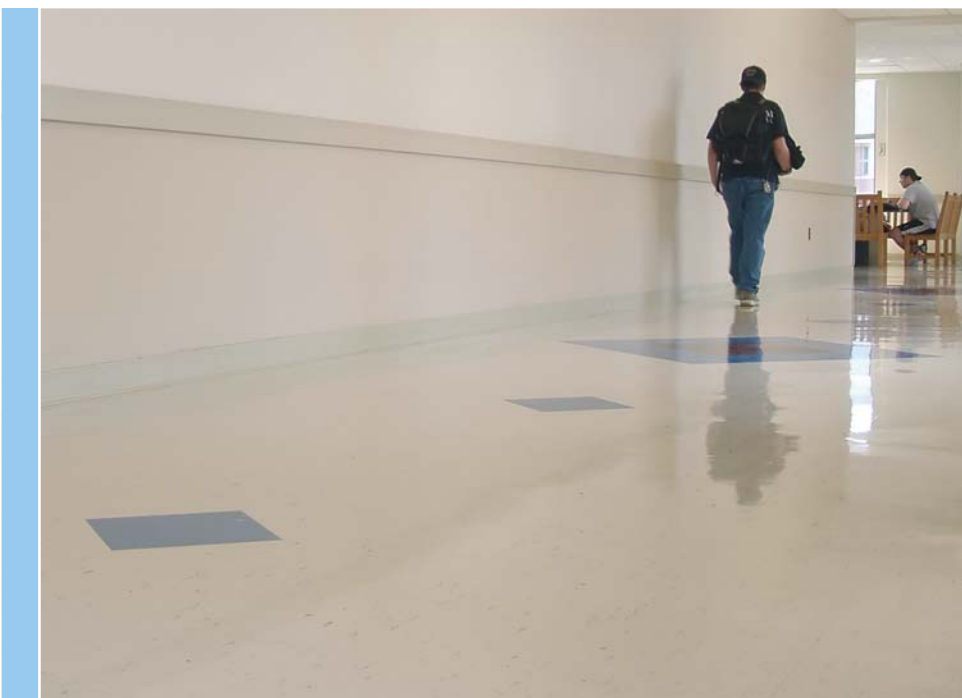
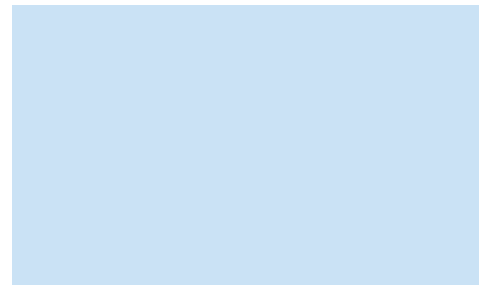
The proof.

At Selden we focus on reducing wastage. To help achieve this we have invested over £1m in a bulk storage tank farm enabling us to receive over 6 million litres of 30 key raw materials annually by road tanker without any associated packaging. This means that the major components of each cleaning product arrive at our site using minimal resources.

Our dilution equipment, together with an IPPC license, means that each material is delivered to us in its most concentrated form, thereby further reducing transportation to a minimum.

The promise.

We will always use the most environmentally superior materials in all of our mainstream products and ensure that they all benefit from our ability to bulk purchase key ingredients.



3 if it can be recycled, it will be recycled

We recycle waste packaging and chemicals through segregation and conduct either off-site recycling or on-site re-use.



The facts.

When producers have ensured that they have reduced their wastage to a minimum, they must recycle the remainder.

Waste can be solid – most commonly packaging, or liquid – typically from washing out production lines between runs.

Some waste can be re-used on-site. Other waste can be segregated and sent for 3rd party reprocessing.



The proof.

Any packaging we do receive is segregated into dedicated skips and sent for off-site recycling.

The majority of the washings from filling lines are segregated, analysed and re-used in subsequent batches of products.

The promise.

We will always honour our IPPC requirement to minimise and recycle as much waste as practical.

We will continue to invest in our raw material tank farm and the chemical washing recycling system to ensure that waste is minimised and re-used on site where possible.



our chemicals policy exceeds regulatory requirements

Selden has a stringent chemical ingredients policy to ensure protection of the environment, users and the Selden production staff.

The facts.

The detergent industry has long been subjected to environmental legislation and the vast majority of chemicals now used in cleaning products rapidly degrade into harmless materials.

European Regulation requires all cleaning products to be bio-degradable. However, there are still a minority of ingredients available whose widespread use is not considered justified and credible manufacturers like Selden have voluntarily removed them. However, not all manufacturers follow these industry agreements.

We believe that each ingredient should be evaluated on its individual merits, irrespective of the sources it is manufactured from. Occasionally chemicals which may appear 'natural' and friendly, such as orange oil, prove to be the most toxic or least biodegradable.

Scientific advice on the most common classes of detergent ingredients is given in the BACS / UKCPI 'Guidance for Responsible Public Procurement of Cleaning Products'.

The proof.

All Selden products met the 2005 EU Detergents Regulation 12 months ahead of schedule.

All Selden products abide by existing Industrial voluntary agreements.

All Selden products abide by the recommendations in the BACS / UKCPI 'Guidance for Responsible Public Procurement of Cleaning Products'.

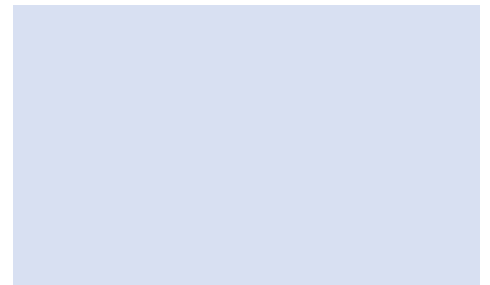
All Selden products use the most biodegradable materials, including those ingredients which are not covered by the Detergents Regulation (2004/648/EC).

The promise.

Selden will always meet all legal requirements.

We will continue our track record of exceeding legal minimum standards whenever and wherever practicable.

We will implement all industry agreements and voluntary recommendations agreed by the British Association for Chemical Specialities (BACS) and the UK Cleaning Products Industry Association (UKCPI).



5 we don't expect other people to clean up after us

Selden treats effluent on-site to release only pre-cleaned water to the sewer system.



The facts.

Washing out tanks and filling lines between production runs creates unavoidable effluent. Much of this can be recycled, though some must be disposed of.

Many companies dispose of this effluent using the public sewer system. However, sewage treatment works are designed to cope with a wide variety of waste materials and will not operate to optimum potential on any one particular effluent stream.

On-site biological treatment utilising a 'septic' tank type bioreactor system enables a far more efficient effluent treatment process.

For successful treatment, all the chemicals in the waste stream must be biodegradable.

The proof.

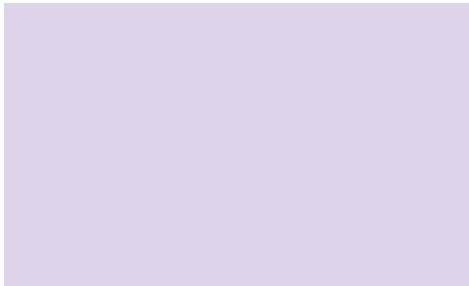
We are the only company of our type in the chemicals industry to dispose of our effluent waste through on-site biological waste treatment.

We have pioneered this technique in partnership with two bio-technology companies and with DTI funding assistance.

Our long-standing policy of using only biodegradable materials allows our unique bioreactor to digest effluent into carbon dioxide and water. 90% biodegradation within 24 hours demonstrates the exceptional biodegradability of the chemicals we use.

The promise.

We are committed to continued financial investment in the bio-reactor's maintenance and development. We believe it to be the benchmark for industry-wide effluent treatment.



conserving energy, preserving resources

We are geared to reducing consumption of key consumables, such as water and energy (including the associated release of carbon dioxide) through efficient manufacturing.

The facts.

Some products require heating or cooling during the manufacturing process.

Water is commonly used for transporting energy to and from these products.

Water is also used for cleaning pipework and the filling lines between production runs.

Energy is required for general heating and lighting and to generate compressed air – a safer power source for pumps and filling lines.

The proof.

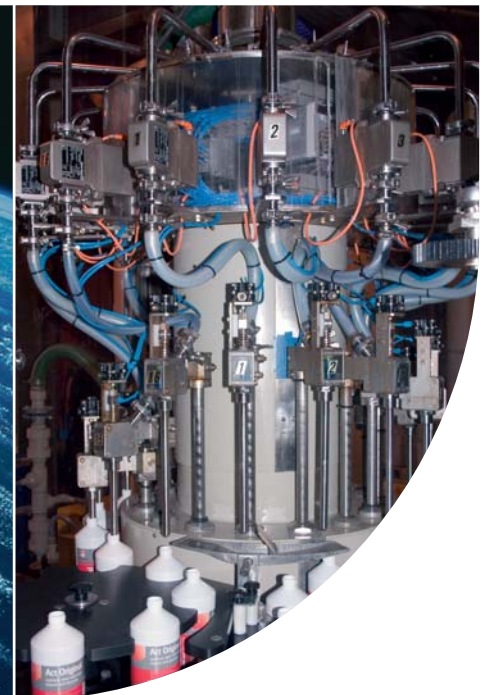
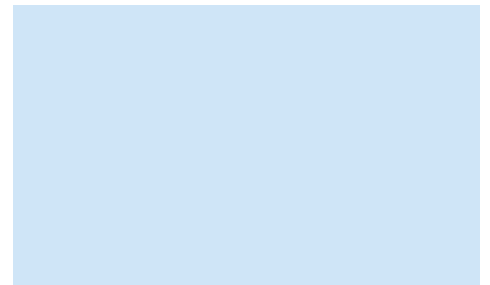
We recirculate hot or cold water from one batch to another so neither the energy nor water is lost. Water expenditure on tank and filling line washings is minimised through on-site recycling.

Our factory is purpose designed to minimise heat loss. It is thermostat controlled and insulated throughout. Our warehouse has dock levellers with electric roller doors so that no heat is lost when delivery trucks are loaded. Rising heat is recirculated by ceiling-mounted fans. Shutter doors have timers to automatically close and reduce heat loss. The boiler and compressor are the most energy efficient in their class. The variable speed drive compressor is 35% more efficient than conventional designs. The boiler achieves a class leading 89% efficiency.

The lighting utilises low energy bulbs connected to a light sensitive device which automatically switches off during bright daylight.

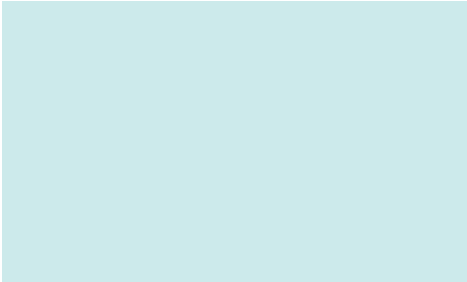
The promise.

We will always invest in technology that conserves energy and water. Our current equipment will always be regularly maintained to ensure optimum performance.



7 by being innovative, we strive to do better

By improving cleaning performance at lower dosages we further reduce the burden of packaging and transport.



The facts.

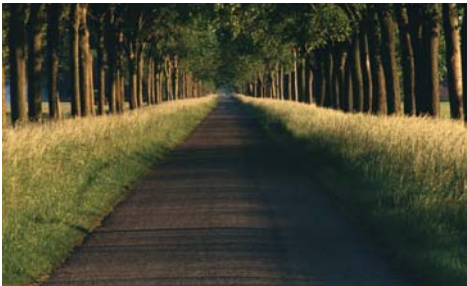
The greatest environmental cost of any cleaning product is its associated packaging and transportation. Increasing the number of product doses per unit of packaging and transport is a key component of improving sustainability. Products that clean effectively first time eliminate the need for a second pass – essential in energy intensive operations such as machine dishwashing.

The proof.

We invest heavily in extensive R&D facilities. We have a state of the art laboratory and also dedicated flooring areas for field trials. Our team of skilled scientists continually develop and refine our product range to offer class leading performance at lower dosages.

The promise.

With the development of our groundbreaking Triple C® technology we are at the forefront of concentrated chemical technology. We are currently pioneering innovative solutions which will lower the burden of packaging and transport in the sector.



we like to work in partnership with our clients

We assist clients in their training requirements so that products are used to optimise efficiency without mis-use or wastage.

The facts.

The correct usage of products with accurate dilution for the job is vital for minimising wastage in the cleaning industry.

Staff training is particularly difficult when cleaners do not have English as their native language.

The proof.

Selden has the largest BICSc training centre in the cleaning industry. We provide both BICSc courses and bespoke training for clients. Furthermore, all Selden product labels incorporate the BICSc colour coding system.

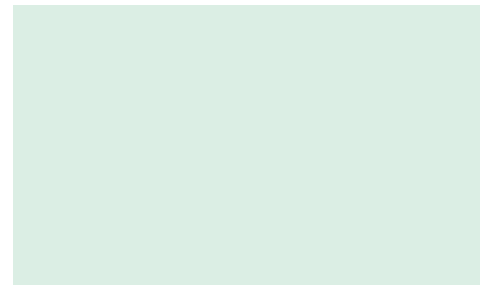
We have also developed 'Flagship', our unique multilingual training support package.

This enables us to produce product specific literature, wallcharts or general safety training aids for cleaners in any one of 12 supported languages.



The promise.

Selden will continue to support the BICSc training centre, the BICSc colour coding system and develop the new Flagship multilingual support package.



BICSc
<http://www.bics.org.uk>



www.selden.co.uk

For further information visit www.selden.co.uk
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