

Duskin Co., Ltd.

1-33 Toyotsu-cho, Suita-shi
Osaka 564-0051
Phone: 06-6387-3411
www.duskin.co.jp

DUSKIN
喜びのタネをまこう

心つながる、やさしい明日へ。
50th
Anniversary

エコのタネ
身近に、未来に、エコのタネまき。



GREEN REPORT 2013

Duskin celebrates its 50th anniversary this year.
As expressed in our slogan “Sowing the Seeds of Joy”
and appreciation to our customers, we continue
to make every effort to better serve our customers.

CONTENTS

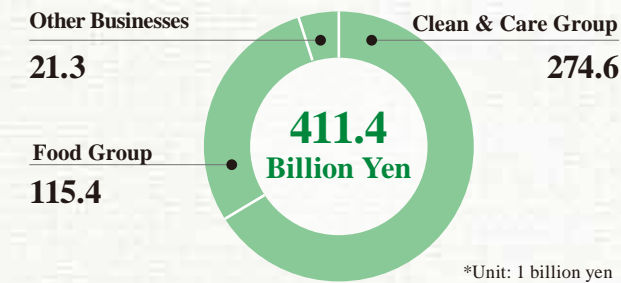
- 02 Contents, Guideline, Corporate Information, Management Philosophy, Corporate Objective, 50-year progress of Environmental Conservation Efforts
- 04 President’s Message
- 06 Special Topic: Cultivating the seeds of ecological responsibility for 50 years: Duskin’s ECO will continue to expand as we head towards our planet’s future.
- 08 Our Businesses
 - Environmental Initiatives
- 10 Environmental Management
- 12 Plants
- 14 Shops and Offices
- 16 Products and Services
 - Contribution to Society
- 18 Communication with Stakeholders

Corporate Information

Name	Duskin Co., Ltd.
Head Office	1-33 Toyotsu-cho, Suita-shi, Osaka, 564-0051, JAPAN
President & CEO	Teruji Yamamura
Date Established	February 4, 1963
Capital Stock	11.3 billion yen (as of Mar. 31, 2013)
Customer-Level Sales*	411.4 billion yen (as of Mar. 31, 2013)
Number of Employees	1,952 (as of Mar. 31, 2013)

* Customer-Level Sales are the total of sales at company-owned and subsidiary shops and estimated sales at franchised shops.

Customer-Level Sales Mix in FY 2012



Guideline	This 13th Environmental Report contains write-ups on our environmental concepts, specific initiatives, and actual achievements in each business segment. It also contains a summary of our corporate social responsibility efforts.	Scope	Duskin Co., Ltd. Affiliated companies and franchised units in Japan
Period covered	Period covered for this report is mainly from April 2012 through March 2013; reports before fiscal 2011 and some activities from FY 2013 are also included.	Reference Guideline	Environmental Reporting Guidelines 2012 by the Ministry of the Environment Environmental Accounting Guidelines 2005 by the Ministry of the Environment
		For further inquiry	Duskin Co., Ltd. Quality Assurance & Environment Management, Quality Assurance & Risk Management Phone: 06-6821-5801 Fax: 06-6821-5703

Management Philosophy

Management Philosophy

Day after day, beginning with today
both you and I have a chance
to begin our lives anew.

Whether our lot today be profit or loss
be spiritually ready for loss.

As a planter would, let us sow the seeds of joy to
every person we meet each day.

For everyone, for you and me,
may we lead our lives in this world the fullest
realizing our maximum spiritual and material
potential.

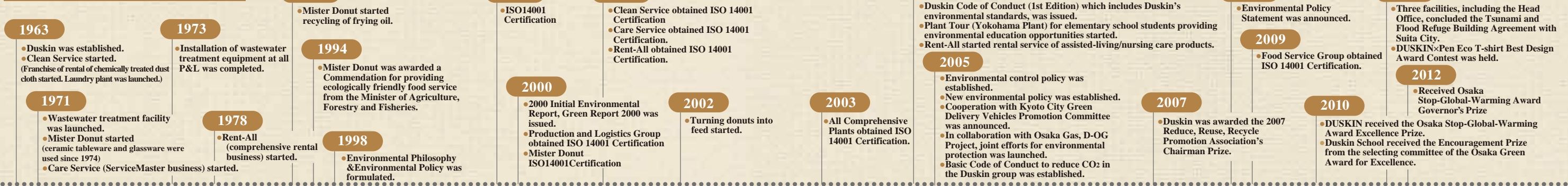
Corporate Objective

Putting Duskin’s Management Philosophy
into practice, we aim to be “the most
considerate service provider in the world”

We are committed to winning the trust of our customers so that they would wholeheartedly say: “Duskin is the most considerate and attentive service provider in the world!” or “Mister Donut is the most customer-friendly food service in the world!” We will implement fundamental reform in cooperation with our franchisees so that we can offer products and services that respond to, and even take a step ahead of the changes in business climate, our customers’ needs.
Among these changes, there is one thing that will remain unchanged, through the years: Duskin’s Management Philosophy, and conducting our business within its framework of “uniting economy and morals.”



50-year progress of Environmental Conservation Efforts





Aiming to be the most considerate service provider in the world, we continue our efforts to be considerate to our environment and society.

山村輝治

Teruji Yamamura
President & CEO

Our environmental efforts reflect our founding philosophy made 50 years ago.

In 2013, Duskin marks its 50th anniversary, thanks to your support.

Our founding days 50 years ago were during the time of mass production and mass consumption. Despite such mainstream developments, our founder, Seiichi Suzuki started a new business to rent cleaning tools, rather than to offer the products as consumables.

Duskin's business was a recycle-oriented business model from its very beginning. Inheriting this philosophy at the founding, we have been promoting our initiatives for environmental conservation.

The Home Duskin released in 1964 greatly reduced the burden of cleaning with soaked rags, and brought a revolutionary change in cleaning in Japanese homes. Duskin has grown together with Japanese society, through offering ideas for comfortable life as reflected in its dust cloth, Home Duskin. With this background, we believe it is our mission to keep our environment clean, and conserve our environment.

Emphasis on the concepts of valuing things and repeating use

Our business to rent mops and mats represents our recycle-oriented business model. We deliver products to our customers through our franchisees, collect the used items, for cleaning at our laundry plants, and deliver the cleaned reusable items to our customers for their use. Mops are reused 20 times on average, and mats are reused 40 times on average. Through repeated use of our rental products, we contribute to reducing CO₂ emissions and waste. The products that end their serviceable life are recycled. The dirt captured in our products is appropriately treated, and recycled as materials for cement. Mister Donut collects the used oil from donut production, and recycles this used product into feed and industrial materials. Unsold donuts are reprocessed in processing plants into raw materials or feed as part of our recycling efforts. Duskin continues its efforts to promote the concept of a recycle-oriented society, with a focus on repeated use, shared use, and reduction of wanton waste and disposable items.

Contribution to society guided by our management philosophy

Duskin continues to engage in its business activities based on its founder Seiichi Suzuki's management philosophy as contained in the phrase, "Let us Sow the Seeds of Joy." This management philosophy is adhered to by all Duskin members, including our franchisees. Our management philosophy is not only the standard and values for the corporate head office. It is this philosophy that ties the Duskin franchise network. Our franchise network is the organization of people bonded by this philosophy, rather than bounded by contract. This is the basis of all Duskin business activities for the past five decades.

Guided by this philosophy, Duskin jointly conducts, with its franchisees, various activities to contribute to society. One of these activities is our Clean Up My Town activity that reflects our wish to clean up the neighborhood where our businesses are conducted. This cleaning campaign, initiated in 2006, has attracted participation by a total of 150,000 people. In 2013, we plan to conduct this activity across Japan on November 16, which is the anniversary date of our founding. We hope to make this activity a memorable one in celebration of our 50th anniversary.

Duskin is also engaged in activities to support education in schools in the areas of cleaning and organizing. We initiated this support effort with the wish that children who would build the future, learn why cleaning is necessary, think about the environment through cleaning and help develop their own potential. Duskin Head Office took this initiative, and in recent years, our franchisees are energetically take part in these activities and have expanded them nationwide.

Duskin, jointly with its franchisees, will actively continue corporate social responsibility efforts as a contributing member of local communities.

Dynamic reforms where needed, to be closer to our customers

We undertook new initiatives, in line with our goal to gain recognition as the most considerate service provider in the world. Under these initiatives, we strive to create and provide products and services that are considerate to customers. Every one of our staff members strive to grow as a considerate person who wins the trust and confidence of our customers. We will redouble our efforts to achieve these goals so that our customers can wholeheartedly say: "Duskin is the most considerate and attentive service-oriented company in the world."

To achieve these goals, we will innovate where needed, including our sales system and customer contact points, while keeping in mind our management philosophy. We continue to challenge ourselves to develop into a company that is more empathic, more familiar and easier to access for our customers.

As we celebrate our 50th Anniversary, we renew our gratitude for the support of our customers and communities. We are reaffirming our commitment to better serve our society, and delight in seeing expanding circles of smiles!

Duskin's Environmental Policy Statement

Sowing the Seeds of Ecological Responsibility for the Future

Duskin started its business by renting out cleaning tools. It has always promoted the philosophy that things should be used to their fullest extent or to the end of their useful life.

This philosophy conserves natural resources, protects mother Earth. Duskin will review its business activities and all phases of the life cycle of its products from product development to processing, delivery and recycle or disposal after the end of their useful life. With a focus on repeated use, shared use, reduction of wanton waste and disposables, Duskin continues to increase its efforts to protect the environment.

Along with the philosophy of "Sowing the Seeds of Joy," Duskin will endeavor to enhance its ecological preservation initiatives through building upon simple and familiar actions for the future of all.



身近に、未来に、エコのタネまき。

[Symbol mark for ECO-Concerns]

Cultivating the seeds of ecological responsibility for 50 years:

Duskin's ECO will continue to expand as we head towards our planet's future.

It was 50 years ago when Duskin first founded a recycle-oriented business in the form of our rental operations. Having inherited our founder's will to treasure things, we have developed our eco-initiatives over time, going from Repeated Use to Shared Use, Reduction and finally No Disposal. In the process, we have proposed ways of engaging in everyday life that are friendly to the environment, and shall continue to promote eco-initiatives through Duskin's ECO.

The 1970's: Wastewater treatment facilities introduced to keep water clean

In 1970, we began introducing the use of wastewater treatment facilities at the Production & Logistics facilities where we clean soiled mops and mats that have been collected post-use. This was a product of our philosophy of contributing to society by making our environment clean. We have successfully established treatment technology that enhances water quality to the degree that treated water can even be reused.



Wastewater treatment facilities in 1972

1971: Reuse of discarded linens commences

We decided to utilize Home Duskin used and subsequently discarded under our rental system as shop towels for industrial use. Our commencement of rental shop towel operations in June 1971 give way to the birth of a system for effectively using resources to the fullest.

Reuse of Home Duskin and other products as shop towels for industrial use



No Disposal

1974: Use of ceramics and glass tableware commences at Mister Donut—an industry-leading eco-initiative

After opening its first shop in 1971, Mister Donut introduced the use of ceramic and glass tableware in its establishments three years later, reducing discarded paper containers and other waste. Since then, we have continued a series of initiatives under the concept of No Disposal, including the reduction of discarded donuts through recycling frying oil and enforcing production control and the recycling of donuts left over after shops close into animal feed.



Ceramic and glass tableware have been used at Mister Donut for over 30 years now

1964: Home Duskin introduced

Our Home Duskin chemically treated dust cloths are products of the philosophy of Duskin founder Seiichi Suzuki. The ability of these products to remove dirt without applying water or scattering dirt particles in the air eliminated the chore of having to scrub down homes with water—a revolutionary new concept that earned these products the nickname magic dust cloths. These became the foundation of the recycle-oriented business model based on rental operations that we have since established, and signaled the beginning of our eco-initiative Repeated Use. We subsequently popularized this business model and initiative around Japan through our franchise system.



Home Duskin—a.k.a. the magic dust cloth

The 1990's: Energy-saving and CO₂ emission-reducing equipment developed and introduced

Having established our Environmental Policy in 1998, we at Duskin commenced efforts to acquire ISO14001 certification the following year. Furthermore, since entering the 21st century, we have worked towards reducing CO₂ emissions and preventing global warming through measures such as introducing the use of energy-saving dryers and other similarly minded equipment at our Production & Logistics facilities.



Energy-saving dryers

Shared Use

1978: Rent-All business launched

This was the year the first location of our United Rent-All total rental shop chain opened, simultaneously signaling the commencement of Duskin's Shared Use initiatives for the effective use of resources by everybody.



Our first United Rent-All shop

1975: Marion phosphate-free detergent released

With water pollution having become a major social problem, we released a much-heralded detergent free of phosphates, LAS and other chemicals said to be pollutive.

2008: “Seed of Ecological Responsibility” ECO symbol revealed

As a means of further reinforcing our eco-activities, we established our Environmental Policy Statement and Symbol mark for ECO-Concerns in 2008.

The future:
Duskin will continue “Sowing the Seeds of Ecological Responsibility” in order to realize sustainable ways of life!



The 2010's: Fulfillment of social responsibility through cleaning continues

Since our founding, Duskin has endeavored to fulfill its social responsibility to the community through cleaning. From 2006 onwards, we have been carrying out Clean Up My Town activities through which we use local events and other venues across Japan to call upon general participants to pick up trash in their community. Additionally, we have also engaged in activities to support school education, such as making a cleaning education curriculum publicly available.



Clean Up My Town activities in progress

Reduction

The 2000's: Reduced-chemical pest control achieved

In 2000, Duskin's Terminix business introduced the use of our Bait System*, which keeps usage of chemical agents to a minimum and prioritizes the preventive control of pest infestation. We have also continued to endeavor towards Reduction initiatives through reduced chemical usage in all of our other services as well.

*The Bait System consists of burying a dedicated container holding bait agent that termites enjoy eating, which is carried back by termites to their nest to exterminate them at the source.



The Bait System works to control pests without the spraying of chemicals



Duskin undertakes each and every eco-friendly initiative to Sow the Seeds of Ecological Responsibility for the future.

Our various products and services help people live a comfortable life in every setting. One idea reflected in the products and services is pleasing people and society. This idea has led us to continue our environmental efforts with four eco-friendly approaches: Repeated Use, Shared Use, Reduction and No Disposals. Through our products and services that are needed for day-to-day living, Duskin will continue its efforts for Sowing more Seeds of Ecological Responsibility for the future.



Head Office

The Head Office supports Duskin's overall franchising activities. It develops new products, services, and systems and conducts staff education and training to support our franchise system.



Production & Logistics

We have 46 Production & Logistics facilities nationwide, which are centers for purchasing materials, washing and drying rental goods collected from Duskin service units, and delivering finished products to these units.

Food Group

Increasing what Duskin can do for customers to smile while tasting our delicious food.



Mister Donut
Homemade donuts and a variety of menu items



Café Du Monde
Café specializing in café au lait and beignets



Katsu & Katsu
Restaurant specializing in deep fried pork for families



The Don
Donburi restaurant committed to the use of fresh ingredients

Clean & Care Group

Products and services carefully designed to meet the needs of the customers in their daily lives. Considerate services and products for comfort.

Clean & Care Businesses



Dust Control
Rental and sales of cleaning and sanitary products



ServiceMaster
Professional cleaning service



Uniform Service
Uniform rental & cleaning services



Health & Beauty
Sales of natural cosmetics & health food



Merry Maids
Handy housekeeping services



Terminix
Pest control & prevention services



Home Instead
Senior care services providing daily assistance to seniors



Rent-All
Rental of baby-related products, travel products and items needed for event



TruGreen
Tree, shrub and lawn care



Drink Service
Scheduled delivery service of spring water and coffee



Health Rent
Rental and sales of home health care equipment



Duskin Healthcare
Cleaning & management services for hospitals

Duskin four eco-friendly approaches

Repeated Use

Since its founding, Duskin has engaged in recycling-oriented business activities based on repeated use and helped customers to keep their homes and office environments clean. Mops and mats used for rental are collected and 96% of these products are recycled.

Shared Use

Share one item with others. Through rental business, Duskin utilizes resources with maximum effectiveness by sharing items such as baby-care items, travel items and nursing-care and welfare equipment instead of having customers own them.

Reduction

Cleaning services and pest control services select chemicals and application methods which have minimal impact on the environment.

No Disposal

Mister Donut shops, with the exception of food courts, have used ceramic or glass tableware since 1974 to reduce as much waste as possible by not using disposable products.

Environmental Management

Environmental problems such as global warming are challenging for society. Duskin started its operations with Recycling-Oriented Rental System, an innovative distribution mechanism that reduced adverse impact on the environment. Since its founding, Duskin has continued to promote environmental management as one pillar of our business activities.

Duskin Environmental Policy

We, at Duskin, strive to achieve the joint objective of engaging in sound business activities and environmental conservation. We provide products and services that are safe, reliable, and environmentally friendly throughout the phases from production to after-use. We seek to lessen negative impacts on the environment in the following areas:

1 Designing, development, and selection of products and services

We look at all phases of product lifecycle, from procurement of raw materials, to the production, delivery phases to use by customers, and ultimately, collection and disposal after use. During each phase, we develop, select and provide safe and reliable products that contribute to reducing negative impacts on the environment. Through promoting recycling products and materials, we utilize the materials to their fullest.

2 Plant operation

We devote our efforts for resource and energy-saving plant operation. While reducing the waste and emission that negatively affect our environment, we promote more effective use and recycling of waste and emission. We also work for effective plant operation that prevents from pollution and accidents.

3 Distribution, sales and promotional activities

We pursue effective and efficient product distribution, delivery and sales activities. We reduce auto emission, and CO₂ emission caused by our use of vehicles. We promote and sell products and services that are more effective for environmental conservation.

4 Offices, facilities and equipment

We operate our offices in a more resource- and energy-saving manner. Through green purchasing, we promote the use of goods that has less adverse impact on the environment.

5 Contribution to building community

In addition to complying with laws and regulations, we actively participate in social programs for environmental preservation. We also review environmental conservation measures that our company can contribute to, and put them into practice.

Environmental management

Duskin established its Environmental Philosophy and Environmental Policy in 1998. Our plants started to apply for ISO14001 Certification the following year. We published our Environmental Policy Statement in 2008. Duskin has promoted environmental initiatives in accordance with the Certification and the Policy Statement.

Major initiatives

★★★: Achieved ★★: Achieved more than 90% ★: Achieved less than 90%

	Initiatives	2012 Goals	2012 results	Evaluation
Duskin	Reduction of electricity use	In all units: less than 37,470,000 kWh	In all units: less than 36,820,000 kWh	★★★
	Reduction of paper use	In all units: less than 63.7t	In all units: less than 71.8t	★
Clean & Care Group	Reduction of CO ₂ emission by Stop Idling campaign	1,070t of CO ₂	1,100t of CO ₂	★★★
Production & Logistics	CO ₂ emission at Duskin plants	Less than 47,490t of CO ₂	46,961t of CO ₂	★★★
	Improvement of fuel efficiency of delivery vehicles	Fuel consumption: More than 7.00 km/l	Fuel consumption: 6.73 km/l	★★
Food Group	Reduction of disposed donuts (Mister Donut)	More than 2% reduction from 2011	3.7% reduction	★★★

ISO14001 Certification

Duskin's businesses have obtained ISO14001 Certifications. We continue our effort to improve our environmental management system.

Date	Business
Mar. 3, 2000	Production & Logistics, plants
Apr. 21, 2000	Duskin franchise head office of Food Business and all shops of Mister Donut, Café Du Monde, Katsu & Katsu and The Don
Mar. 30, 2001	Head Office and Franchise Units of Dust Control Business (Clean & Care Group)
Apr. 27, 2001	Head Office and Franchise Units of Care Service Business (Clean & Care Group)
Jul. 26, 2001	Head Office and all Shops of Rent-All and Health Rent

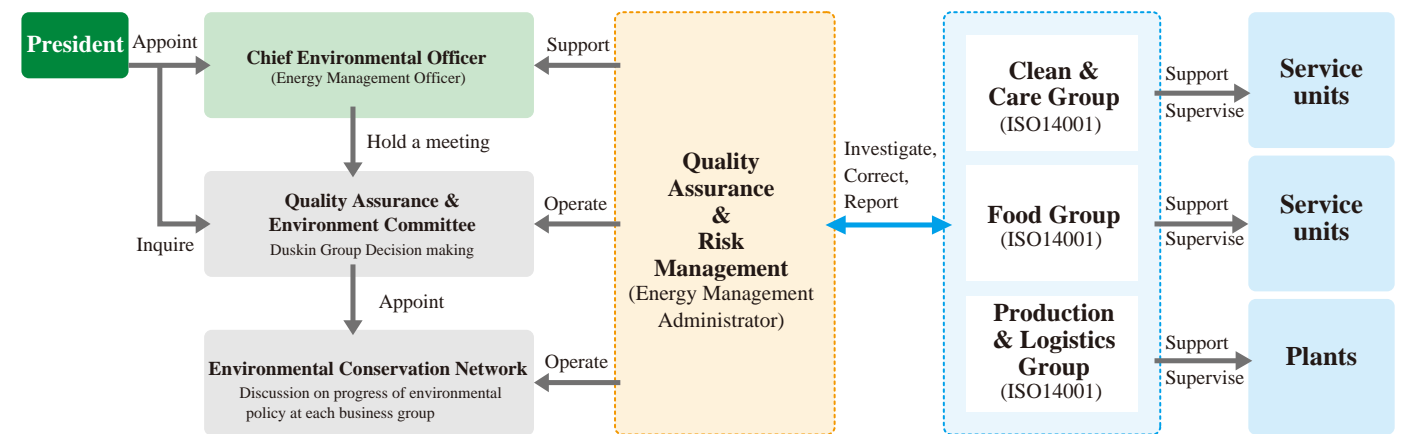
Environmental training

Duskin provides new employees with initial training in its eco-friendly initiatives and environmental report. This is designed to increase employees' environmental awareness and promote Duskin's environmental management.

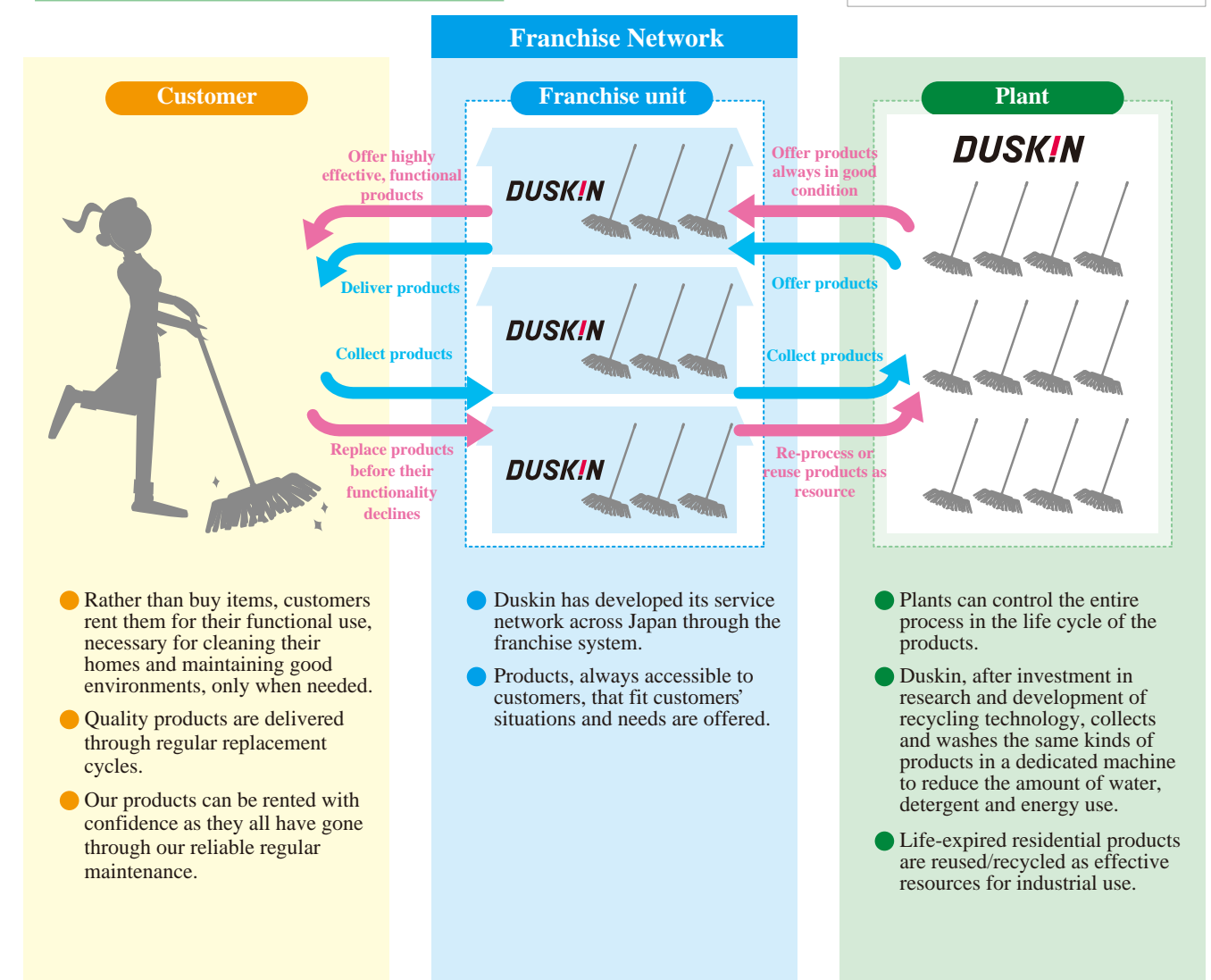


Environmental training provided for new hires

Environmental management structure



Duskin's recycling-focused rental system business



Recycle-oriented rental system based on a strong connection between customers and sales representatives via scheduled delivery service.

Nationwide production & sales system and organization to establish our recycle-oriented rental system in Japan.

Plants

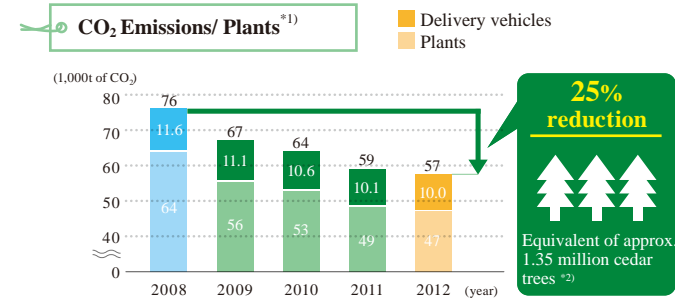
Duskin plants, which reprocess rental products, continue their efforts throughout all the stages of their business process to further reduce the use of energy and resources. Each employee's diligent effort along with the introduction of new equipment and technology has supported our eco-friendly Recycling-Oriented Rental System.

CO₂ emission reduction

We reduce CO₂ by introducing energy-saving equipment, reducing energy loss, saving electricity, optimizing delivery route, and promoting Green Driving.

*1) CO₂ emission coefficient of Federation of Electric Power Companies in 2008 was used to calculate emissions associated with electricity use.

*2) One cedar absorbs approx. 14kg of CO₂ per year. (1.17kg per month)
(Source: Measures for Green Sinks to Prevent Global Warming, Forestry Agency and Department of the Environment)

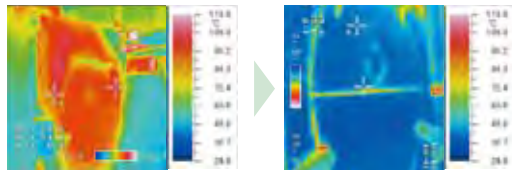


Promoting energy saving

Visualizing heat loss

To curb an increase in energy use due to heat loss in plants and facilities, we regularly check the temperature in dryers and pipes, using a thermograph. To reduce heat emissions, insulation is installed at the site where the temperature can go above 40°C.

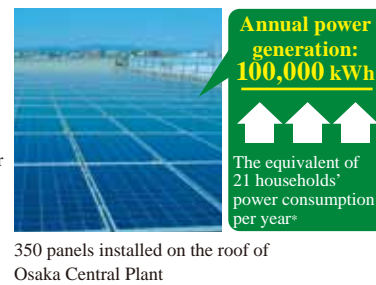
■ Insulation effectiveness at the door of a dryer
Before After



Introducing solar power

Duskin is currently introducing renewable energy; this idea has drawn attention as a significant measure to tackle energy issues and global warming. To generate photovoltaic power, solar energy panels were installed into some windows in the building of our training facility, Duskin School, in 2010. In 2013, Osaka Central Plant installed a solar power system, with power output of approx. 100kW.

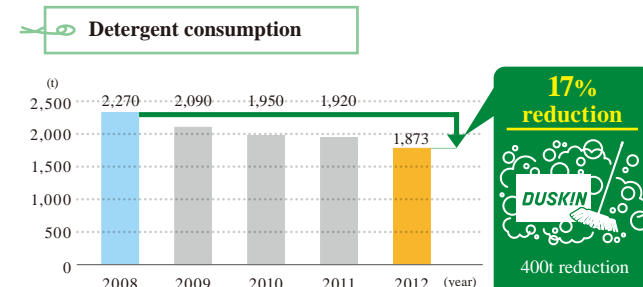
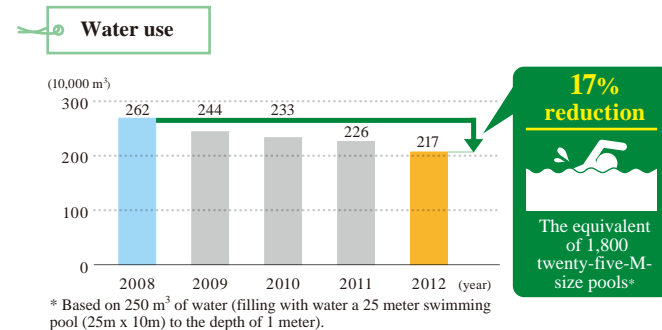
*Total energy consumption per household: 4,734kWh per year
(Source: Report on Standby Energy Consumption; The Energy Conservation Center, Japan)



Effective use of water resources

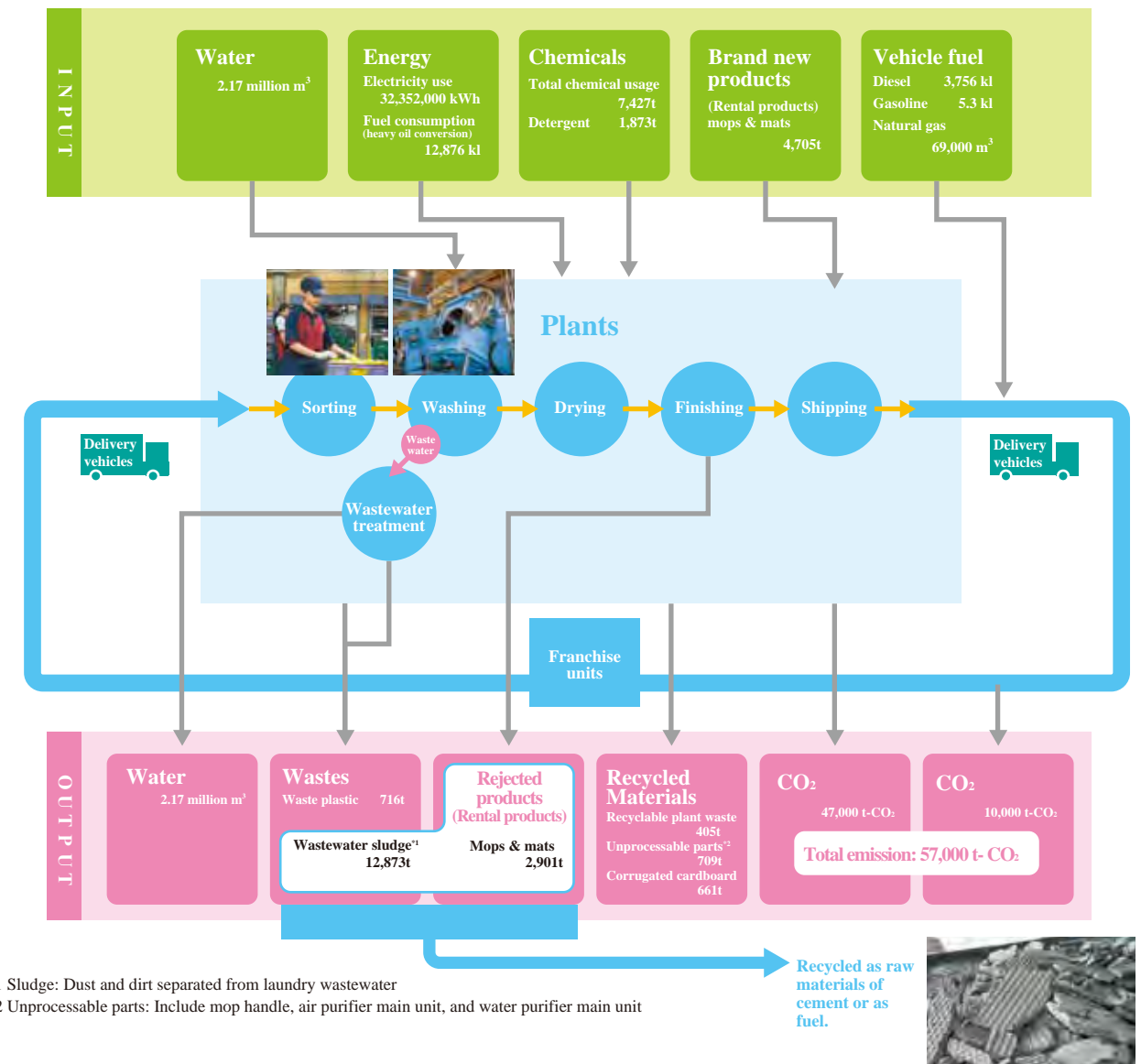
Recycling treated water

Large amounts of water are used in the laundry processes. Water used for laundry is treated at our facilities. When discharging the water into rivers, we conform to our internal criteria that are stricter than the imposed legal limits. We strive to reduce water use by recycling the treated water for laundry. To reduce detergent consumption, we use the water suitable for washing and rinsing after appropriate treatment.



Input & output of resources

We devote our efforts to grasp an overview of negative impact on the life cycle (washing, finishing, and shipping) of Duskin's rental products.



Osaka Stop-Global-Warming Award, Governor's Prize Received!

Duskin received Osaka Stop-Global-Warming Award, Governor's Prize in 2012.

Osaka Prefecture sponsors and recognizes companies' excellent efforts and initiatives in the field of global warming.

Duskin was highly praised as it reduced 1,484t of CO₂ emissions compared to its 2008 usage-level (reduction rate: 26.3%) through various efforts, including use of energy-saving dryer at Duskin plants, electricity saving at Head Office building, and ECO-Drive campaign. Duskin received this award following the receipt of Osaka Stop-Global-Warming Award, Excellence Prize award in 2010.

In the summer of 2012, each regional office set up an electricity-conservation goal, and every office and shop developed a specific plan to ensure that we familiarize employees with the plan. Duskin plants took the initiative to reduce the energy-use at peak times.



Duskin employees participated in the award ceremony

Shops and Offices

We also engage in energy and resource saving initiatives at our nationwide shops and locations. We continue our efforts to contribute to environmental conservation by reviewing all of our business activities throughout our franchised network.

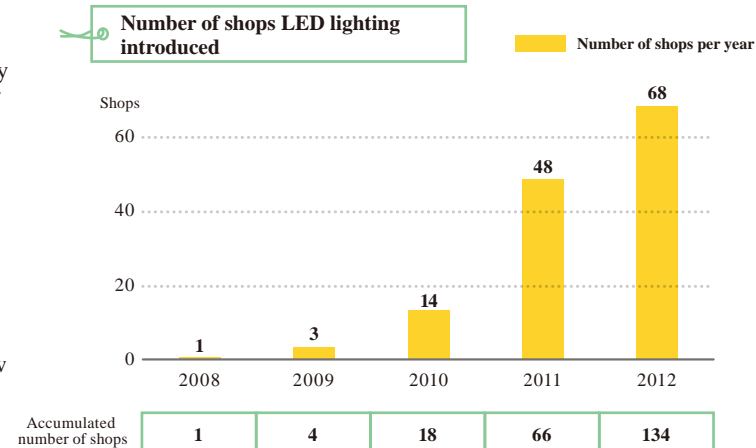


Energy-saving initiatives

Energy-saving initiatives at Mister Donut shops

Mister Donut shops are promoting energy-saving activities by controlling the temperature of air-conditioners, checking utility meters daily, reviewing lighting arrangements, and turning off lights in the backyards when not needed, while still maintaining comfortable space for customers. Introduction of energy-saving types of refrigerators and freezers are being phased in.

Mister Donut shops have been promoting the introduction of LED lighting. Mister Donut included LED lighting for its standard specification for new shops. Lighting is switched to LED lighting whenever we remodel existing shops. In 2012, lighting is switched to LED lighting in 68 shops, including new and renovated shops.



Recycling efforts and initiatives

Reduction of Disposed Donuts and Recycling

Mister Donut has reinforced sales forecasts and strict control of the number of donuts disposed of by using a checklist to maintain the desired number of donuts to be discarded.

Unsold donuts are reprocessed in processing plants into raw materials. This program is currently in place in a total of 490 shops (35% of the whole system), in Kanto and Tokai areas. Mister Donut plans to expand this program to other areas.



The signage of Mister Donut shops

Recycled liquid soap for shop use

Mister Donut shops efficiently control the quality of donut frying oil for maximum use. All the oil used is collected and recycled into feed and industrial materials. Part of the collected oil is re-processed into liquid soap that is used as detergent in our shops.



Recycled liquid soap for shop use

Eco-friendly Uniforms

Recycled Polyester material is used for Mister Donut uniforms. With a recycling technology by Teijin Fiber Co., Ltd., the fibers can be recycled into new fibers. This material enables us to make uniforms semi permanently recyclable.



Uniform made of recycled polyester material

Initiatives at Rent All and Health Rent

Clean & Care

Lifetime events and rental system by Rent All and Health Rent

Customers' needs for rental items change because of the various events they encounter at different times in life. Duskin conducts rental business that provides baby-related products, travel products, those items needed for events, and assisted living, or equipment that improve the quality of life. Our system makes it possible for customers to use the thoroughly maintained rental products only when the customers need them. This system helps enhance the effective use of limited resources.



Initiatives for the use of sales vehicles

Clean & Care

Promoting Green Driving and introduction of next generation vehicles

At Duskin, sales vehicles are essential for delivery of our products and services.

Duskin has been promoting Green Driving Campaign, with an objective to reduce CO₂ emission caused by our use of vehicles. As part of this campaign, Idling Stop and eco-friendly driving are encouraged through the Green Driving Newsletter, which are issued 3 times a year. This newsletter provides various information, including tips for Green Driving and its positive effects, and promotes our eco-friendly driving initiatives. Looking to the future, and more green development for our sales and distribution business, we are currently considering the introduction of electric vehicles.



Electric vehicle under review



Green Driving Newsletter

Products and Services

We develop environmentally friendly products and services. Duskin continues its efforts to reduce negative impacts on the environment by its approach to saving energy and resources along with using products and services that contribute to a comfortable life-style.



Clean & Care

Dust Control

Rental mop that helps reduce energy use

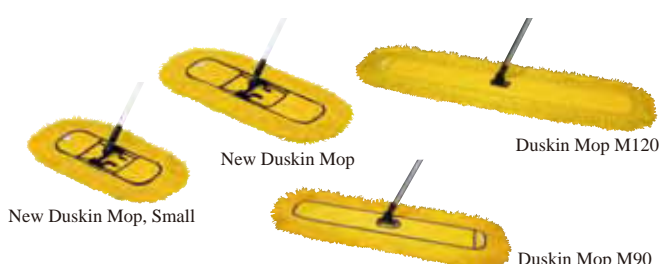
The life-style of large-scale electricity and energy consumption is currently being changed. Our mops are very effective as everyday cleaning tools because they reduce electricity use and prevent dust from flying in the air. Unlike disposable items, the mops can be repeatedly used through our rental system—a cleaning style that contributes to saving energy and resources.



Stylish Floor Mop LaLa and Dust Cleaner
New Cleaning Style with Dust Cleaner which removes dust collected by floor mops

Mop for Commercial Use

We recycle precious resources in the production process. In the textile industry, the textile spinning process generates short fibers and other unused scraps, which were disposed of in the past. Duskin uses these fibers and scraps to produce some of our mop products. The products are thus granted Eco Mark Certification.



Floor mop for commercial use (Eco mark certified) made from unused fibers

Now selling LED lighting

LED lighting consumes less electricity with longer operating life than conventional lighting. One feature of Duskin LED lighting service is that customers can try out sample LED products with different brightness and light color at their home before purchase.

Terminix

Clean & Care

Pest control & prevention services

Terminix promotes Integrated Pest Management (IPM) system that focuses on pest prevention. IPM combines a range of pest control measures to generate a synergetic effect, which contributes to reducing negative impact of chemical use on the environment.



Technician visiting a home periodically to control pest

Merry Maids

Clean & Care

Ecological cleaning system

Merry Maids employs an ecological cleaning system that uses familiar and safe cleaning agents instead of synthetic detergents for those who prefer safe and friendly cleaning for families and living environments. Although the capability of removing stains is limited since this cleaning option uses natural materials, ecological cleaning is provided for customers who place a high priority on utilizing safe cleaning agents.

Cleaning agents used for ecological cleaning

Citric acid	Ingredients contained in lemons and salting Japanese plums
Baking soda	One of the natural ingredients in hot springs
Liquid soap	Natural materials used in shampoo
Oxygenated bleaching powder	Mild and safe ingredients compared to chlorine
Essential oil	Natural ingredients abstracted from herbs and timbers

ServiceMaster

Clean & Care

Saving more energy with air-conditioner cleaning

Electricity conservation effort during summer is an important issue in society. Especially electricity use in summer peaks in the day. Air conditioner accounts for a large percentage of total energy use. Measures, such as regularly cleaning the filter, are necessary to save energy. With Duskin ServiceMaster air conditioner cleaning service, professionally trained staff members partially dismantle air conditioners and clean the internal parts. This helps improve air volume and cooling capacity and also contributes to reducing electricity use at peak time.



Cleaning air conditioner for residential/commercial use

Electricity conservation effort with window film application service

Duskin ServiceMaster offers a window film application service. By installing sunlight adjustment film, a designated procurement item under the Law on Promoting Green Purchasing, more than 90%* of heat-producing infrared rays coming through the window are blocked. It also blocks more than 99%* of ultraviolet (UV) rays coming through the window. UV rays can cause color fading of interior decorative items and furniture. This service helps reduce the burden on air conditioners and contribute to energy conservation. This film works as glass-shatter protection against natural disaster and helps prevent second disasters.



Window film blocking more than 99% of ultraviolet rays coming through the window

*Measured by Sumitomo 3M Limited
When Nano80S (heat/UV shield film) is used.

Reducing water use with Encapsulation Cleaning

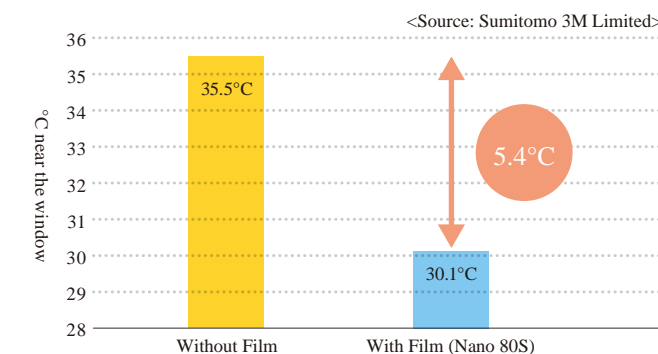
Traditional carpet cleaning consumed large volume of water to remove dirt and detergent. To solve this problem, Duskin introduced Encapsulation Cleaning, a new carpet cleaning technology, which collects and removes dirt and sand from the carpet piles by crystallizing and treating them with special chemicals.

This semi-dry method produces less wastewater, thereby conserves water resources, and shortens the drying time, compared to the wet method.



Special chemical sprayed to clean the carpet with microfiber disc

Near-window temperature change after applying a window film



*Duskin uses Scotchtint Window Film (multi-layer) Nano80S, a product of Sumitomo 3M Limited, as its heat/UV shield film.

*3M and Scotchtint are trademarks of Sumitomo 3M Limited.

TruGreen

Clean & Care

TruGreen offers health maintenance service for trees and shrubs in accordance with its annual care program. Judging from the conditions of the yard, TruGreen determines whether a chemical should be applied to the entire yard or a partial area to avoid unnecessary chemical application. Our professional staff provide tree/shrub maintenance service at the right time and in the right way not only to preserve green environment but also help plants produce oxygen, which contributes to reducing negative impacts on the environment.

*For instance approx. 5m² lawn generates enough oxygen for one person a day.
(Source: Duskin)



One service method that does not involve spraying chemicals

Communication with Stakeholders

Duskin focuses on contributions to society through business. With our philosophy "Sow the Seeds of Joy" in mind, Duskin continues to promote our efforts in these activities, while treasuring people and community.



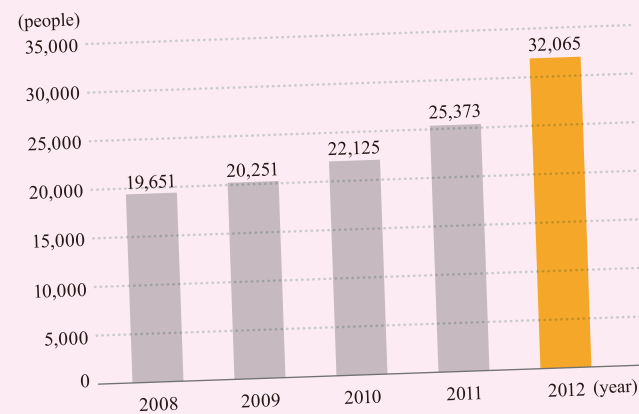
Clean Up My Town

Since its founding, Duskin has conducted cleaning activities in the neighborhoods where its offices, plants, and franchised outlets are located. Clean Up My Town was originated to share this experience with people in our communities. This campaign is promoted at local event sites nationwide, where we collect and sort garbage with participants. To date, approximately 150,000 people have joined this social contribution event since its beginning year 2006. We will continue to promote this activity of cleaning to make our own communities clean and comfortable.



People in a wide range of ages participated in cleaning activities

■ The number of participants in 5 years



Seminars for teachers, school cleaning seminars to develop children's abilities

School education support has been developed with the theme of developing children's abilities through cleaning activities. We hold seminars for teachers for each board of education in limited areas a number of times to reinforce the needs of cleaning as a part of school education and to consider and experience Developing Children's Abilities activities with teachers. Since 2008, approximately 130 boards of education and 3,500 teachers have participated in the seminars.



Teachers putting the ideal cleaning in classrooms into practice

Duskin Plant Tour

We conduct plant and office tours in Duskin Production & Logistics (P&L) facilities for elementary school children in grades three through six. The tour consists of an introduction of plant operation processes, including collection and reprocessing of soiled mops and mats. The purpose of the tour is to help children to learn and understand the value of the things and significance of environmental conservation.



Children observing P&L facilities

For children to joyously and easily learn about environmental issues and cleaning, please visit Duskin Kids Town:

<http://www.duskin.co.jp/kids>

Osaka Marathon sponsorship

Duskin has identified strongly with the intent behind the Osaka Marathon, all of whose runners participate in charity efforts. In addition to sponsoring that event, we continue to promote "protecting our landscapes and spreading activities to keep them beautiful" as volunteer endeavors.

At the Operation: Osaka Marathon Cleanup in Osaka Castle Park held prior to the marathon in 2012, 211 Duskin employees and members of their families cleaned up the inside of the park, where the marathon's starting point is located.



Dressed in colorful athletic wear, runners converge on the finish line beneath the big blue sky

Duskin & Pen Eco T-Shirt Best Design Award

Through a tie-up with the design magazine Pen, we held the Duskin & Pen Eco T-Shirt Best Design Award, a contest in which ideas are invited from the general public for T-shirt designs that convey the fun of eco-minded endeavors. In June 2012, as many as

1,708 works were submitted through the special website we set up to accept designs.



The Best Design Award-winning design

The Duskin AINOWA Foundation

It was started in 1981 as Let Us Expand Circle of Love Foundation. The Foundation launched a program which offers a means to study abroad for youths with disabilities who seek to lead contributory efforts in their communities.

In 1999, the foundation started another program in which young people with disabilities from Asian-Pacific nations are invited to Japan to receive training to be leaders upon their return.

In December 2010, the Foundation received the 2010 Minister of Health, Labor and Welfare commendation.



Mister Donut continues cleaning activities

On January 27, 1970, Founder Seichi Suzuki decided to start the Mister Donut business. Mister Donut declared January 27 to be Reflection and Thanks Day, and shop crews voluntarily clean their communities early in the morning. A part of that day's nationwide sales is donated to the Duskin AINOWA Foundation.



Cleaning early in the morning

Assistance to people going home on foot during natural disasters

Mister Donut is proud to have executed the Agreement on Assistance for People Walking Home in Times of Natural Disaster with local governments and other entities. Under this agreement, at our shops, we provide drinking water, bathroom access, traffic information and so forth to people returning home on foot when systems of transportation come to a standstill due to a large-scale natural disaster. After commencing this initiative in fiscal 2008, as of the end of March 2013, a total of 669 shops in 34 prefectures and 5 designated cities have allied themselves for this purpose. To help generate widespread awareness of this initiative, these shops have a Return-Home Assistance Station sticker displayed on their storefront.



Return-Home Assistance Station symbol

For further information on the above events and our environmental initiatives, please visit Duskin's website :

<http://www.duskin.co.jp>