



Having fun with Science and Care for 30 years and counting.

In 1990, two smart entrepreneurs became friends and then business partners and the world of environmentally responsible cleaning technologies hasn't been the same since. Dr. Mike Bixenman and Kyle Doyel were both involved in solvent-based solutions, but for very different and distinct industrial manufacturing applications.

They discussed their goals, desires and industry observations and quickly discovered a common awareness around the growing demand for environmentally responsible solutions. Though diverse in their areas of specialty, styles and personalities, they discovered a profound common vision. Of course, they wanted to

be successful creating important new environmentally responsible solutions. However, that, by itself, was not enough.

"They didn't just want to start a business, they wanted to create a special, caring environment"

They didn't just want to start a business, they wanted to create a special, caring environment where their team, employees, partners and customers felt valued. They compared notes and came to a

significant decision: They could achieve this important shared dream much better together, than separately.

And, so KYZEN was founded. The name was chosen for its Japanese root word -- "kaizen" -- which means change for the better, or continual improvement and innovation. Its mission was to be a place where science and care converge. Now, 30-years later, KYZEN is celebrating its global success story as the world leader in creating environmentally responsible cleaning solutions, and so much more.

30 Years of Science and Care.

Mike and I had one unique vision with two requirements for our future company:

HAVE FUN!

MAKE A DIFFERENCE IN PEOPLE'S LIVES.

KYLE DOYEL -- PRESIDENT AND CEO



"Scientific excellence is important, but it is not enough by itself!"

-- KYLE DOYEL

Together, they have proven that scientific excellence and innovative solutions can be achieved by caring and persistently curious people. Because of this, KYZEN has become a company that delivers the kind of service everyone wants, but rarely receives.

Today, KYZEN is the Global Leader in Environmentally Responsible Cleaning Innovations.

Few companies have been able to grow and succeed in the global market like KYZEN has over the past 30 years. Success requires risks and a great deal of commitment, talent and resources. But what makes KYZEN unique is its desire to MAKE A DIFFERENCE in the lives of people.

"Look, it is about science and care. That's who we are. It's in our DNA," says Doyel. "And, it's more than that. It's about FUN. People need to have FUN to do their best. It's not sales or profits. We believed that if people could come to KYZEN and be empowered to do what they truly love and have FUN doing it, then we would create the environment where smart people can grow and truly innovate the industry. And, we've done just that."

"We value people by their gifts, what they do and how they treat one another. This kind of opportunity is important globally. Our culture is so unique that it fuels adaptability, cultural acumen and innovation, all at once."

Mike Bixenman - Co-Founder

Mike Bixenman, aka Dr. Mike, is truly the KYZEN futurist. His influence can be seen in the ideation and development of industry breakthroughs attributed to KYZEN. Always humble, he'll be quick to point out that it takes the KYZEN team of cleaning, chemistry and environmental experts to create advances like the KYZEN PCS (Process Control System), the KYZEN ANALYST, ANALYST DATA Services, and the latest chemistry innovations such as Aquanox A4727 and Metalnox M6386.

KYZEN has also been recognized for nearly 100 industry excellence awards. The most meaningful awards are for new product innovation and customer service, for which KYZEN is a multi-year, multi-award winner.

How do you converge science with care?

At KYZEN, care is not just a word or a headline.

Care is ACTION, ATTITUDE and APPROACH. Care NEVER QUILTS

until a customer's problem is solved. It may be doing as many tests as necessary in KYZEN's global laboratories to validate reliability of our solutions. It may be getting someone the product they need, even after everyone has left your building.

FUN around the world.

At trade shows, you will discover we aren't just scientists, we are caring, compassionate people. From the top down, we are there to help KYZEN customers get through their technical cleaning problems, no matter what. Expect a smile, hello and an answer from Dr. Mike, Erik Miller, Tom Forsythe, Sherry Stepp, Julia Vielhaber, Phil Zhang or any other KYZEN team member you may encounter. It's just who we are.



At KYZEN we are committed to a future of training and hiring new generations of scientists, technicians, engineers and service people with the main goal of having FUN, innovating and helping people. That mission has led us to the celebration of our first 30 years of converging science and care.

"Maybe we are not always focused on the bottom line, but we're focused on making a difference in our industry and in people's lives. I think a lot of people will want to get on board with that over the next 30 years too,"

Kyle Doyel - Co-Founder

**We're focused
on making a
difference in
people's lives**



*We have a mind for scientific innovation
and a heart for using it to ensure your
cleaning process performs successfully –
anywhere in the world.*

*We care. It starts with getting the
science right. But, it goes way beyond
that. At KYZEN, it means taking the time
to really get to know you and understand
your needs so well that we can create
and provide the most effective,
environmentally friendly cleaning
technologies and solutions for your
specific situation. We understand your
performance is directly related to ours.
And that makes all the difference.*



**JOIN KYZEN IN CELEBRATING 30 YEARS OF SCIENCE AND CARE
AT GLOBAL EVENTS IN 2020.**



KYZEN.COM

WORLDWIDE ENVIRONMENTALLY RESPONSIBLE CLEANING TECHNOLOGIES