

Creating Social Good: Responding to the COVID-19 Pandemic



Going beyond the traditional ways of doing business has always been a part of the Amway story. At every turn, we look for novel ways to combine our products, resources and operations with our founding values to benefit people and the planet. **Together with our Amway Business Owners, affiliates and employees, we fulfill our corporate social responsibility mission to help people live better, healthier lives.**

From building healthy farms and playgrounds for kids to community gardens and natural disaster relief to fighting childhood malnutrition to global sustainability initiatives, Amway is working hard to build a healthier, safer world, one community at a time.

So when the COVID-19 global pandemic reached a critical point and a need arose in our hometown of Ada, Michigan, we stepped up.

The Center for Disease Control and Prevention (CDC) identifies healthy hand hygiene as a key strategy for preventing illness and the spread of germs. When soap and water aren't readily available, hand sanitizer is second best, yet it became increasingly difficult for manufacturers to meet overwhelming health care and consumer demand. Scarcity was imminent.

“We believe it is essential to be more than a corporation that simply makes or markets stuff. To remain viable, we know we must first improve the well-being of people around the world.”

Rich DeVos,
Amway Co-Founder

A few weeks into the pandemic, Spectrum Health System reached out to us in need of hand sanitizer. Combining our passion for corporate responsibility and community stewardship with our core competencies in manufacturing naturally safe, high performing cleaning products, as well as their bottles and labels, at our Amway World Headquarters campus, we were able to help meet their needs. With nearly 40,000 employees across its dozens hospitals, treatment centers, emergency care facilities and physician offices, the non-profit health care system is the largest employer in West Michigan and the region's epicenter for COVID-19 care. As COVID-19 numbers continued to spike in March 2020, so did Spectrum Health System's need for hand sanitizer to protect the tens of thousands of first responders and health care workers as they served the growing population of affected patients.

Enter Project Light Speed

As a global employer and community leader in West Michigan, we rallied behind this need with an innovative initiative fittingly named Project Light Speed. In just 24 hours, we pulled together a cross-functional team of more than 40 Ada employees to develop an immediate action plan to repurpose onsite raw materials to produce 14,000 units of Amway™ Hand Sanitizer and provide it at no cost to Spectrum Health locations. We then placed orders for materials to produce two more batches, for an additional 28,000 units.

The team made quick work of process and packaging protocols, while simultaneously developing a formula and mix instructions based on a hand sanitizer Amway™ developed for China during the Severe Acute Respiratory Syndrome (SARS) epidemic in the early 2000s. With 66% ethanol (ethyl alcohol), the final hand sanitizer formula exceeded the CDC recommendation of 60% alcohol. Because natural ethanol is used in some Artistry™ products, the team was able to repurpose 9,000 onsite gallons for immediate production. Another 8,000 gallons were ordered to fulfill the project.

March 2020: COVID-19 in Michigan

March 10: First COVID-19 case reported

March 17: First COVID-19 related death,
cases top 100

March 24: Cases spike to 1,800, 24 deaths

March 31: Cases near 5,000, nearly 200 deaths



“In my 13 years at Amway, I have never seen something like Project Light Speed. Across our enterprise, we energized and more than 40 cross-functional partners and teams from four plants produce a product in just three business days. It’s an absolute testament to our people, culture and values.”

Troy Finnestad,
Amway National Accounts/Contract Sales Manager

To expedite production and ship time, bottles and labels were immediately produced in the Amway Plastics and Paper Products facilities and multiple pieces of equipment were moved from the Personal Care plant to the Cosmetics plant, where the team set up home base. The mixing process began on Monday evening, March 16, followed by filling just two days later. When it came to packaging, the team elected to use current 400mL G&H™ pump bottles. Creative services quickly designed a label, which was produced in the Paper Products plant and applied to the thousands of bottles produced by the Plastics team on Monday as well. **From start to finish—mixing, filling, coding, labeling and packaging—Project Light Speed was completed onsite in just one week.**



After the Spectrum Health batches were shipped, we produced additional batches for Amway employees and ABOs; public service organizations and non-profits like Kids Food Basket; and many other hospitals across Michigan, to help ensure the health and safety of first responders across the state.



“With Amway’s long history and expertise in health and nutrition, we have the ability to create a healthier world. It’s our absolute responsibility to help families around the world live happier, healthier, more fulfilling lives.”

Milind Pant,
Amway CEO

CSR Impact in Michigan

1 week turnaround for Project Light Speed

11 batches of Amway™ Hand Sanitizer

145,000 units donated to:

13 hospitals

16 public service organizations

41 non-profits

40,000+ first responder employees protected—
and even more patients