



The Connection™

Marvin's View

January 16, 2008

"You Probably Call It Common Sense"

PortionPac has been around since 1964 and through the years we've received our share of commendations. But this past year has been "something else". Awards and recognition for our products, programs and systems are coming faster than any of us can absorb them. Since we are not doing anything different, it is obvious what is going on. What we advocated for years now seems to be making sense to all facets of our society. **Today it is called "Sustainability", but over the years, you and I probably just called it "common sense".**



Some recent events might be helpful in communicating your environmental program to management and stakeholders.

Thanks again Mayor!

Our "Flat Fee" or "Shared Savings" program won Chicago Mayor Richard Daley's 2007 GreenWorks Award. The competition was fierce and our co-winner was a 6.6 billion dollar project. Mayor Daley is an international leader in this field, so we are very proud to have been recognized with this award for the second time. Our SFSPac and RMS accounts use the Shared Savings program which can dramatically reduce the number and volume of cleaning products while improving productivity and cleaning effectiveness. **And here is the key part...If you are utilizing this type of program, your department and organization might well qualify for similar environmental awards.** By the way the best textbook on Shared Savings is "Chemical Management: Reducing Waste and Cost Through Innovative Supply Strategies" by Thomas J. Bierma and Francis L. Waterstraat Jr.



Thank you Dean Harvey Kahalas of the Illinois Institute of Technology.

This idea might score big points by explaining one simple but dramatic part of your program...the savings in energy, materials and disposal costs by using refillable bottles. It has always been a part of our program to re-fill bottles instead of throwing them away, but now the entire country seems to understand that we can't keep wasting these resources. This often overlooked concept was explained in the Annual Dean's Report of the Stuart School of Business, Illinois Institute of Technology regarding their excellent graduate program in [Sustainability](#).

Some of our accounts have relayed to their administration information about how many thousands of bottles they have saved from the trash heap and what that means in terms of labor, energy and resource conservation. If you would like some help in how to package information about your program for presentation to management, school boards, etc., let us know.



Walking the Walk

One of the key parts of our Environmental program is to encourage our customers and suppliers to new levels of Sustainability so they, in turn, can help us. Here is an example of how dramatic this can be. MG Design, a leading marketing and exhibit design company, has been our exhibit supplier for decades. But when we asked their Vice President, Betty Kasper, how our exhibit could be made more environmentally friendly, they amazed us with their creativeness and skill. If you were at the ISSA Show I am sure you agree. The exhibit is making news in the industry and hopefully all companies will be working to improve their footprint in the future. Their creativeness is already getting a lot of [press](#).

We look forward to helping you and our industry benefit from the Sustainability Wave in 2008. By the way, several readers had trouble forwarding the last Connection on Water Conservation to their associates. [Here is a PDF](#) that makes it easy.

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