

The Connection™

Marvin's View

February 26, 2009



"So you say you won another Environmental Award"

Since we introduced our program in 1964 our company has received more environmental awards and recognition than we ever expected. It used to be easy to get this kind of recognition because hardly anyone else was promoting sustainable formulations and helping their customers prevent waste and misuse. But winning Environmental Awards these days requires work and dedication.

So I thought I would tell you about a Pollution Prevention Award that we received a few months ago from the State of Illinois. Here is a [link](#) to their site and the award ceremony.

First we are proud to have received this recognition. There are thousands of manufacturers in the State and only 25 were cited for Pollution Prevention. Two years ago we won the Illinois Pollution Control Award. And this year we received additional recognition for "Continuous Improvement" which went to 12 major corporations and a few small manufacturers like us.

What did we do to earn this unique recognition?

1. **Shared Savings:** Our program was extended to thousands of schools through our SFS Food Service Division and to hotels, hospitals and municipal facilities through our RMS Division. We help them use the correct amount of detergents and eliminate wasting labor and material. The result is that the buyer, the seller and the user all profit. We hope this type of program will gain further acceptance in the sanitary supply industry as it has in many other areas of commerce.
2. **Blue Tech:** We switched to Dodge Sprinter vehicles with Blue Tec Clean Diesel Technology. Our Jerry Goldman spearheaded this move that has paid off big in reducing costs and pollution.
3. **Hybrids:** We added 8 company cars with Hybrid Technology representing a substantial reduction in fuel consumption and a 70% reduction in smog-forming emissions.
4. **Live Neutral:** Our employees joined in this environmental program by paying for their personal vehicles to be carbon offset by Live Neutral ([link](#)). This was a tribute to their understanding of the challenge our country is facing and support for our corporate goals.
5. **Waste to Profit:** We joined the Waste to Profit Network that is expanding around the country -- converting one corporation's waste material to another manufacturer's raw material. This program has diverted over 67,000 tons from entering landfills. ([link to program](#))

Although most of the Award winners had multimillion dollar savings from their programs...small companies like us are also very important. If 10,000 more companies did what we did (and it is not hard) there would be a dramatic and positive impact on our environment and the profitability of those companies.

No doubt similar awards are being presented in your city, state or industry. Tell your management, the School Board, Sustainability Officers and your customers what you have accomplished and you may be pleasantly surprised by the recognition your department will receive.

But winning awards is not the goal. There are no losers. The exercise of just preparing the award application will spur creative thinking and pay dividends for your staff and organization. Sharing with others how you have saved energy, water, raw materials and labor while eliminating waste is a true winner and one that your department can be proud of. Give it a try!

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