

The PortionPac Connection™

Earth Day 2010

Here is another article written by PortionPac personnel about their first Earth Day.

From Obscurity to Real Meaning

by Jerry Kantlehner



A picture from the archives.

The first Earth Day forty years ago is a vague memory. My daughter's school had students plant a few trees around their property and she brought one home to plant in our yard. But one day a year spent thinking about the earth did not make sense to me. I grew up learning to understand and respect nature. Ever since my Dad took me fishing at age 4, I loved the outdoors and have taken great care not to tip its fragile balance.

I always spent my personal time enjoying my outdoor activities, and professionally used my marketing and sales expertise to sell janitorial supplies. I did not think about whether my personal and professional lives were in sync or if my activities were affecting lives generations away. I just knew that the things I was doing were practical. I tried to minimize trash so I had less to remove from my property and reduced all wasteful activities like using too much water and energy.

It was not until 1975, when I started working with PortionPac that I learned about ways to protect the earth in my professional life. Marvin spoke at length about promoting PortionPac through educating our prospective customer about how to reduce the number and volume of products used to clean. At first I thought this was "Nuts." We were in business to sell "MORE." Not less! But in a short time I realized that this concept really made sense.

Ever since that day I have continued to learn and grow my environmental knowledge in both areas of my life. I also started to pay more attention to Earth Day as an opportunity to teach others what I had learned. For example you might enjoy "[Know it Like it Is](#)," a paper written in 1972 by PortionPac's co-founder, Syd Weisberg. That was the beginning of my real understanding, and it is even more relevant today.

So, 29 years later and retired for 8 years, I now have more time to spend doing the things I always loved such as fishing, gardening, etc. and spending time with old friends, many of whom had been my customers for years. And now on the 40th Anniversary of Earth Day, I look back on some of the things we accomplished together.

Recently I spoke at a Kentucky school district that was a customer for 25 years. We thought it would be interesting to calculate the reduced plastic and cardboard impact of their PortionPac program over a 25 year period. In other words, comparing their previous ready to use cleaners to PortionPac. It was amazing.

The plastic saved was 2,755,980 pounds, equal to the weight of three 747 airplanes. The reduced cardboard was 25,588,840 pounds or the weight of thirty-two 747's.

It was then that I realized every thing we do to our environment is magnified over time. One plastic bottle thrown in the trash rather than re-used really is a big deal when you look at it that way.

Today, I have an even greater respect for the power and resiliency of nature and pay more attention to how my actions contribute to future generations.

It is great working in this industry and with so many fine people.

To view past Connections, [click here](#).



400 N. Ashland Chicago, Illinois 60622 • 312-226-0400 • www.portionpaccorp.com