



2022

WISCONSIN BUSINESS FRIEND
of the ENVIRONMENT

Awards

WMC
Wisconsin's Chamber

WISCONSIN BUSINESS FRIEND *of the* ENVIRONMENT AWARDS



2022 Business Friend of the Environment Award Winners

SUSTAINABILITY

Huebsch Services
Outlook Group
Mercury Marine

ENVIRONMENTAL STEWARDSHIP

Diamond Assets
Milk Source
Faith Technologies Incorporated

ENVIRONMENTAL INNOVATION

Paper Machinery Corporation
Universal Recycling Technologies
Waupaca Foundry

2022 Business Friend of the Environment Program Overview

For the 32nd year, WMC is recognizing nine companies with the Wisconsin Business Friend of the Environment Award. This year's winners have been chosen for programs that demonstrate an innovative approach to environmental protection, or a level of effort beyond that which is required by regulatory compliance. These success stories reflect the continued commitment of Wisconsin industry to environmental protection.

This year's award winners represent companies – both large and small – that have made significant improvements in the areas of sustainability, environmental stewardship and environmental innovation. Offering specific examples of successful programs, these nine winners demonstrate that sound environmental practices are good for Wisconsin's environment and its economy. They serve as important examples for industry.

The 2022 Wisconsin Business Friend of the Environment award winners were selected from 27 nominees by an independent panel of judges representing industry, the Department of Natural Resources, an environmental non-profit, an environmental attorney and an environmental consultant.

Honoring Leadership in Sustainability,
Environmental Stewardship and Environmental Innovation

HUEBSCH SERVICES



ABOUT HUEBSCH SERVICES

Huebsch Services is a fourth-generation, family-owned industrial laundry company with locations across Western Wisconsin and the Minneapolis, Minnesota metro area. Founded in 1891 in Eau Claire, Huebsch specializes in partnering with other businesses to provide floor mat service, uniform rental programs, customized corporate apparel, first aid solutions, and restroom and cleaning supplies.

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Huebsch is deeply involved in sustainability and conservation practices with their employees, customers and business partners. The pursuit of environmental excellence is part of the Huebsch commitment to the community and its customers, evidenced by their focus on energy efficiency, energy conservation, water conservation, chemical reduction practices and renewable energy.

Huebsch installed a 100kw solar energy system at their Eau Claire production facility. The solar panel system provides a third of the energy needs for the Eau Claire facility and allows Huebsch to co-generate electricity and contribute to overall sustainability. Huebsch was recognized by the Textile Rental Services Association (TRSA) with the Clean Green Innovation Award for this solar initiative and commitment to sustainability. As part of a recent and ongoing expansion of its Eau Claire facility, Huebsch installed a stormwater retention system that holds and treats stormwater runoff to reduce sediments and other pollutants.

For their ongoing commitment to sustainability and conservation, including use of their solar energy system and stormwater retention system, Huebsch Services is receiving this Business Friend of the Environment Award.



Eau Claire, WI

Established
1891

Size
100 employees company-wide
50 Wisconsin employees

Website
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OUTLOOK GROUP



Neenah, WI

ABOUT OUTLOOK GROUP

Established in 1977 and headquartered in Neenah, Outlook Group provides printing, packaging, and direct mail services for some of the largest companies in the world. Outlook Group's vision is to leverage their unique combination of packaging capabilities to reduce complexity for brand owners.

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Outlook Group goes beyond industry standards to minimize the amount of material utilized in packaged products. They continually implement operational efficiencies and improve processes to reduce energy and emissions, raw material usage, and waste, remaining a 97%-98% landfill-free manufacturing facility.

The company works with customers to meet sustainability goals, developing flexible packaging like biodegradable pouches that both serve consumer needs and are better for the environment.

Outlook Group's biodegradable "Oil2Soil" films print, convert, and perform the same as all standard flexible packaging materials, but will also degrade in 5-6 years. The enzymatic process breaks down the film into CO₂, methane and water. Many municipal landfills collect methane to use as an energy source. These films do not require customers' consumers to change habits; they are engineered to undergo the enzymatic process initiated by heat and pressure found in U.S. landfills.

To continue offering sustainable products, Outlook Group remains competitive, ensures a continuous supply chain, uses materials that convert with ease, and strives for a positive "end-of-life" story for every product.

For offering a new sustainable product and their commitment to sustainable business practices, Outlook Group is receiving this Business Friend of the Environment Award.

Established
1977

Size
342 employees company-wide
340 Wisconsin employees

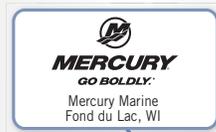
Website
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MERCURY MARINE



Fond du Lac, WI

ABOUT MERCURY MARINE

Mercury Marine, the marine engine division of Brunswick Corporation, designs, manufactures and produces marine-specific motors. Mercury Marine started in 1939 in a small machine shop in Fond du Lac, now home to the world corporate headquarters. The company has been making world-class outboards and sterndrives for more than 75 years and has grown into the largest builder of marine propulsion systems in the world.

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Mercury Marine significantly advanced its sustainability mission throughout 2021 and the first half of 2022, even as the company fought to overcome numerous challenges and seize market opportunities to secure record sales and earnings throughout this period. Amid exhaustive business activity that might tempt other companies to put sustainability initiatives on the back burner, Mercury increased its activities in support of the four pillars upholding its sustainability mission: Energy, Environment, Product, and People.

As they expand their facilities, Mercury is applying the latest advancements in design and technology – including LED lighting and energy-efficient HVAC equipment – to minimize energy consumption. In 2021, Mercury completed installation of an 320-panel on-site solar array at its world headquarters in Fond du Lac.

Recently, the company installed four new robotic cells at their propeller-manufacturing facility that will spare the environment from as much as 1.5 million pounds of landfill waste and 4.5 million gallons of wastewater annually. Mercury has now designated two of its major distribution centers as Zero Waste to Landfill facilities.

Mercury also continuously innovates environment-friendly consumer products. In early 2022, the company introduced its new Avator electric outboard concept with swappable batteries, offering the prospect of boating with zero direct emissions.

For their unwavering dedication to sustainability through continued environmental initiatives, Mercury Marine is receiving this Business Friend of the Environment Award.

Established
1939

Size
8,000 employees company-wide
4,450 Wisconsin employees

Website
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DIAMOND ASSETS



ABOUT DIAMOND ASSETS

Diamond Assets LLC is an industry leader in electronic device upcycling. Founded in 2014 in Milton, Diamond Assets delivers personalized solutions to sustainability and closes the gap in technology inequity.

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Diamond Assets saw a need for an electronic waste program that could accomplish environmental, community, and financial goals. Diamond Assets upcycles still-useable technology through refurbishment, providing otherwise-unaffordable technology to individuals and organizations in need.

The company also recycles unusable electronics to preserve resources like aluminum, copper, gold, silver, and ferrous metals. Through this recycling process, Diamond Assets is also able to divert toxic materials from landfills and protect against environmental damage.

Diamond Assets provides consulting to schools, businesses, and government agencies to create plans that sustain the rapid growth of technology in an environmentally and financially-friendly way. This education keeps electronics out of landfills and allows leaders to select technology systems that best fit their organizations.

Diamond Assets has prevented more than 2 million devices from ending up in landfills, reducing GHG emissions by nearly 17 million pounds.

For their efforts to address electronic waste, Diamond Assets is receiving this Business Friend of the Environment Award.



Milton, WI



Established
2014

Size
130 employees company-wide
125 Wisconsin employees

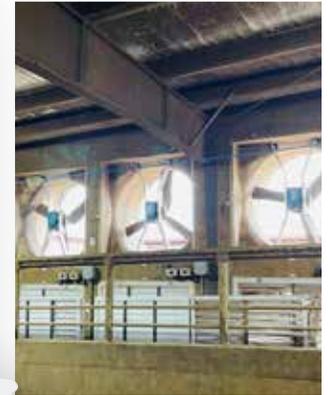
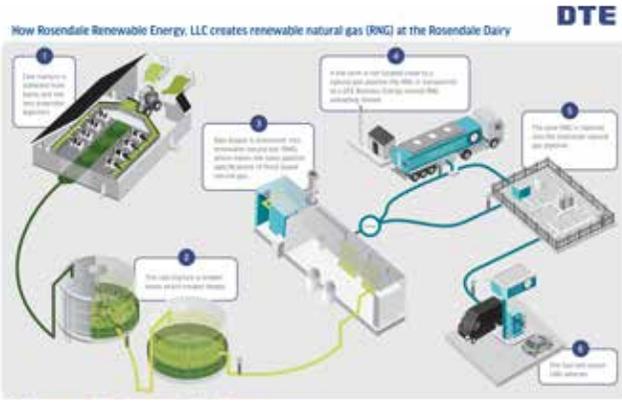
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MILK SOURCE



Kaukauna, WI

ABOUT MILK SOURCE

Milk Source operates dairy farms in the Midwest, producing milk used to make cheese, butter, and other dairy products. Co-founded in 1999, the company is based in Kaukauna and has farms in Wisconsin, Michigan, and Kansas. Milk Source has a Wisconsin calf farm and a heifer-raising facility.

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Milk Source is a leader in modern sustainable agriculture, finding safe, reliable and expandable technologies that tie economic success with environmental stewardship. The company has been a pace-setter in the use of technology such as sand recycling, manure separation and underground nutrient pipelines.

The farm continuously pursues new sustainability practices across their facilities. The Rosendale and New Chester dairies leverage on-site anaerobic digesters that are converting biogas from cow manure into compressed natural gas (CNG) that will ultimately fuel automobiles across the country. These farms' cooling fans in their cross ventilation barns were converted to DC Electric direct-drive motors.

All farm operations now use LED lighting, reducing energy usage. Additionally, Milk Source has reduced runoff through new land-use strategies and implements water conservation and recycling systems. The farm continues to operate a 40-mile underground nutrient pipeline that transfers fertilizer to local fields, removing trucks from local roadways.

For their continued leadership in environmental stewardship, Milk Source is receiving this Business Friend of the Environment Award.

Established
1999

Size
590 employees company-wide
485 Wisconsin employees

Website
www.milksource.com

For more information about sustainability efforts, please contact:

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FAITH TECHNOLOGIES INCORPORATED



Menasha, WI

ABOUT FAITH TECHNOLOGIES INCORPORATED (FTI)

Established in 1972, Faith Technologies Incorporated is an energy expert and national leader in electrical planning, engineering, design and installation. The company is based in Menasha and has locations in six states. Faith Technologies Incorporated is comprised of three divisions: Faith Technologies, EnTech Solutions, and Excellerate.

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Faith Technologies Incorporated is committed to the pursuit, development and optimization of clean-energy solutions that benefit the environment, providing impact today and for generations to come.

In late 2020, EnTech acquired an active biogas facility in Dane County, Wisconsin, through a joint venture with Northern Biogas LLC. EnTech instituted a series of upgrades at the facility, including repurposing the plant from producing electricity to producing RNG, installing advanced filtration technology to eliminate phosphorus from the watershed, adding a remote monitoring software system, and more. Overall, the facility is estimated to reduce emissions by more than 13,500 metric tons of carbon dioxide equivalent per year.

EnTech was chosen to design, develop and manufacture a comprehensive energy solution for a Wisconsin tribal community. An EnTech Solutions' Xcape™ microgrid was deployed for the tribe's administrative building, and DCentriQ™ microgrids were implemented for their health and wellness center and wastewater treatment plant. The units leverage a combined 500 kilowatts (kW) of solar generation and more than a megawatt hour of battery storage, providing electric reliability for critical infrastructure and advancing the tribe's goals of increased energy independence and reduced tribal energy expense.

For their innovative Middleton Digester and their development of the microgrid, Faith Technologies Incorporated is being awarded this Business Friend of the Environment Award.

Established
1972

Size
2,581 employees company-wide
1,401 Wisconsin employees

Website
www.faithtechinc.com

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PAPER MACHINERY CORPORATION



ABOUT PAPER MACHINERY CORPORATION

Paper Machinery Corporation (PMC) is the world's leading source of forming machines for paperboard cups, containers, and custom packages. Based in Milwaukee and 100% employee-owned, Paper Machinery Corporation serves the global market with more than 2,500 installations in over 40 countries.

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Paper Machinery Corporation's machines are installed worldwide in over 40 countries producing products that support sustainability initiatives for many major household name companies. They provide innovative solutions to the converting and packaging markets.

With bans on single-use plastics now being implemented in countries and cities across the globe, PMC is an industry leader in paperboard forming solutions. Their machines use new technologies to offer high-speed and accurate production of strong and durable consumer products.

In 2022, Paper Machinery Corporation will have commercially available a paper straw machine, a two-piece paperboard lid machine, a single piece lid machine and a paperboard edge protection machine.

For their development of innovative machines to produce environmentally-friendly straws, lids, cups, and containers, Paper Machinery Corporation is being awarded this Business Friend of the Environment Award.



Milwaukee, WI

Established

1951

Size

215 employees company-wide
215 Wisconsin employees

Website

www.papermc.com

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UNIVERSAL RECYCLING TECHNOLOGIES



ABOUT UNIVERSAL RECYCLING TECHNOLOGIES, LLC

Universal Recycling Technologies provides full-service electronic waste and universal waste recycling. Based in Janesville, Universal Recycling Technologies' complete range of recycling services encompasses solutions for all types of universal and electronic waste from end-of-life destruction and consumer resale to IT Asset Disposition (ITAD) services.

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In 2021, Universal Recycling Technologies' Wisconsin facilities recycled and saved 262,000 TVs, 360,000 monitors, 224,000 printers, and 25,000 computers, effectively stopping over 26 million pounds of unwanted material from entering landfills. Additionally, the company's Wisconsin-Assets Facility refurbished and resold 62,646 pounds of devices and viable components.

As a company, Universal Recycling Technologies strives to stay at the forefront of recycling's latest ideas, techniques and technologies. They continue to improve and innovate new processes to protect the environment.

Universal Recycling Technologies' Plastic Separation and Recycling System recovers plastics from electronic waste material to produce a clean granulated product that can be sold domestically. The system has a yield of 87%, noted as the best in the industry by plastic recycling processors. This system improves the domestic supply chain for plastics, increases precious metal recovery from unusable electronics, and improves process efficiencies for the recycling of plastics, all while keeping harmful toxins out of the environment and reducing the mining rate.

For the development of their Plastic Separation and Recycling System, Universal Recycling Technologies is receiving this Business Friend of the Environment Award.



Janesville, WI

Established
2003

Size
278 employees company-wide
145 Wisconsin employees

Website
www.urtsolutions.com

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WAUPACA FOUNDRY



ABOUT WAUPACA FOUNDRY

Established in Waupaca, Wisconsin in 1955, Waupaca Foundry, Inc. (WFI) produces gray and ductile iron castings and is the largest independent vertical molding foundry in North America. Waupaca Foundry's six locations serve the global automotive, agricultural, construction, infrastructure, and other key markets.

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As part of the facility's long-term energy use reduction plan, Waupaca Foundry Plant 2/3 implemented a novel approach to improve the efficiency of its existing ventilation equipment. The plant upgraded its continuously running exhaust fans with "smart" controls to ensure the fans run only when needed, substantially reducing energy use by the company.

Previously, within the facility's sand mulling and molding departments, six legacy roof-mounted exhaust fans assisted with the removal of heat and workplace air turnover in the summer months. These six ten-horsepower exhaust fans ran continuously, and could result in the work area being too cold and/or require the use of additional air fans in the work area. The roof-mounted exhaust fans were upgraded with automated temperature and carbon monoxide sensors to provide inputs to control the utilization of the fans. With the sensor-connected automation, the fans essentially became a "smart" system which only activated when workplace temperatures or carbon monoxide levels were elevated.

The added controls resulted in a reduction of approximately 275,000 kwh (electric) and 28,000 dkt (natural gas) use annually. With a low implementation cost (approximately \$10,000), the project was able to achieve estimated annual savings of \$124,000. In addition, the project helped Waupaca Foundry achieve improvements in workplace ventilation, employee comfort, and workplace safety.

For implementing an innovative solution that reduces energy use, helps the company reach its environmental goals, and may have applications within the broader industry, Waupaca Foundry is receiving this Business Friend of the Environment Award.



Waupaca, WI

Established
1955

Size
4,800 employees company-wide
2,780 Wisconsin employees

Website
www.waupacafoundry.com

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Judges

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