

2026

WISCONSIN BUSINESS FRIEND
of the ENVIRONMENT

Awards

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WMC
Wisconsin's Chamber

WISCONSIN BUSINESS FRIEND *of the* ENVIRONMENT AWARDS

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2026 Business Friend of the Environment Award Winners

SUSTAINABILITY

Performance Pallet

Plastic Ingenuity

Findorff

ENVIRONMENTAL STEWARDSHIP

Green Worldwide Shipping

ITU AbsorbTech

Green Bay Packaging Inc.

ENVIRONMENTAL INNOVATION

Enviro-Safe Resource Recovery

First Supply

Generac

2026 Business Friend of the Environment Program Overview

For the 36th 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 for regulatory compliance. These success stories reflect the continued commitment of Wisconsin industry to environmental protection.

This year's award winners feature companies of all sizes 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 2026 Wisconsin Business Friend of the Environment Award winners were selected from 20 finalists by an independent panel of judges.

Honoring Leadership in Sustainability,
Environmental Stewardship and Environmental Innovation

PERFORMANCE PALLET



Seymour, WI

ABOUT PERFORMANCE PALLET

Performance Pallet is a family-owned manufacturer, recycler, and transportation company based in Seymour. Founded in 1981, the company produces more than 3 million pallets, skids, crates, and other wood packaging products annually while serving customers throughout the Midwest. Performance Pallet has built its reputation on quality, reliability, and customer service, offering integrated packaging, recycling, and logistics solutions.

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Performance Pallet's partnership with Fresh Del Monte demonstrates how circular economy principles can transform pallet management into a sustainable, closed-loop system. Performance Pallet combines sustainable sourcing, recycling, and transportation services to maximize material reuse and eliminate landfill waste.

Through its repair-first recovery program, used pallets are inspected, repaired, and returned to service whenever possible, extending pallet lifecycles, with some remaining in circulation for more than 30 years. Pallets that cannot be repaired are dismantled, with metals recovered and wood repurposed into mulch and other beneficial products, ensuring 100% landfill diversion.

The program processes more than 100,000 pallets annually, diverting approximately 1,850 tons of wood from landfills, avoiding 2,740 metric tons of carbon emissions, and producing up to 2,800 cubic yards of mulch. The initiative supports broader sustainability goals through responsible sourcing from SFI-certified suppliers, comprehensive recycling services, and EPA SmartWay-certified transportation practices. By combining innovation, stewardship, and measurable environmental results, Performance Pallet has created a scalable model for sustainable pallet recovery and reuse.

For their fully integrated pallet recovery and recycling program, Performance Pallet is being recognized as a Business Friend of the Environment.

Established
1981

Size
250 Employees Company-wide
220 Wisconsin Employees

Website
performance-corp.com/

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PLASTIC INGENUITY



Cross Plains, WI

ABOUT PLASTIC INGENUITY

Plastic Ingenuity, headquartered in Cross Plains, is one of North America's largest custom thermoforming companies. Founded in 1972, the company designs and manufactures packaging solutions for the healthcare, food, and consumer goods industries. Plastic Ingenuity provides end-to-end services, from design and prototyping to material extrusion and production, and helps customers develop innovative packaging that improves product protection, efficiency, and environmental performance.

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Plastic Ingenuity's closed-loop recycling program demonstrates how circular economy principles can succeed in the highly regulated pharmaceutical industry. Partnering with a global pharmaceutical company, Plastic Ingenuity has developed an innovative take-back system for thermoformed automation trays used to transport healthcare devices through manufacturing and packaging processes. Instead of being discarded after use, trays are collected from contract manufacturing organizations, recycled into pellets, and returned to Plastic Ingenuity for use in new trays containing 50% recycled high-impact polystyrene.

The program creates a true tray-to-tray closed-loop system that reduces waste, lowers dependence on virgin plastic, and supports supply chain sustainability goals. By coordinating efforts among suppliers, manufacturers, recyclers, and the pharmaceutical company, the initiative established a scalable model for circularity in healthcare packaging.

The environmental impact has been significant, including a 41% reduction in annual greenhouse gas emissions, avoiding approximately 17,338 metric tons of CO₂e and displacing 2,009 metric tons of virgin plastic resin. The project provides a replicable blueprint for reducing waste, emissions, and resource consumption across the pharmaceutical sector.

For their recycling program, Plastic Ingenuity is being recognized as a Business Friend of the Environment in Sustainability.

Established
1972

Size
900+ Employees Company-wide
650+ Wisconsin Employees

Website
plasticingenuity.com

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FINDORFF

Findorff
BUILDING & BEYOND



ABOUT FINDORFF

Findorff is a Madison-based, employee-owned construction company and one of the state's oldest and most respected builders. Founded in 1890, the company provides construction management, general contracting, design-build, and preconstruction services across industries including healthcare, education, manufacturing, government, and commercial development.

Findorff
BUILDING & BEYOND
Findorff
Madison, WI

Madison, WI

2026 BUSINESS FRIEND OF THE ENVIRONMENT

Findorff's sustainability leadership extends across its construction projects, company operations, and community engagement efforts. Named Wisconsin's top green builder since 2020, Findorff released its first sustainability report in 2025, highlighting achievements that advance environmental responsibility throughout the state.

The company delivered 45 LEED-certified projects representing \$2.2 billion in sustainable construction, including UW-Madison's LEED Platinum-certified Morgridge Hall, SSM Health's environmentally focused Sun Prairie Outpatient Center, Centro Hispano's energy-efficient Calli project, and the Antigo-Hogan utility-scale solar installation. These projects incorporate renewable energy, stormwater management, habitat restoration, and geothermal technologies.

Within its operations, Findorff completed its first company-wide carbon inventory, achieved net-zero electricity at its Prefabrication Shop and Yard through solar power, expanded composting programs that have diverted 25,000 pounds of waste from landfills, and launched an electric vehicle pilot program.

The company also supports sustainability through community initiatives, including tree plantings, environmental events, school outreach, and cleanup programs. Together, these efforts demonstrate Findorff's comprehensive commitment to sustainable construction, reducing environmental impacts, and strengthening Wisconsin communities.

For their efforts to prioritize sustainability within their operations and projects, Findorff is being awarded the Business Friend of the Environment Award.

Established
1890

Size
1,396 Employees Company-wide
1,324 Wisconsin Employees

Website
findorff.com

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GREEN WORLDWIDE SHIPPING



ABOUT GREEN WORLDWIDE SHIPPING

Green Worldwide Shipping is an Oak Creek-based global logistics and supply chain company that provides freight forwarding, customs, warehousing, distribution, and trade compliance services. The company serves customers across a wide range of industries, helping businesses move goods efficiently through international and domestic supply chains.

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Green Worldwide Shipping's GreenBox Consolidations project is helping accelerate the adoption of zero-emission maritime shipping while making Scope 3 emissions reductions accessible to customers.

Launched in 2025 on the company's weekly Hamburg-to-Savannah consolidation service, the program automatically applies Sustainable Maritime Fuel Certificates (SMFCs) to participating shipments at no additional cost. These certificates are sourced through the Zero Emission Maritime Buyers Alliance (ZEMBA) and are backed by the use of waste-based biomethane fuel that can reduce lifecycle emissions by more than 90%.

By using a book-and-claim system, Green enables customers to benefit from verified emissions reductions even when their cargo travels on conventional vessels. In its first six months, the program matched 57 TEU-equivalents of shipping activity with certified sustainable fuel credits, reducing more than 26 metric tons of carbon dioxide equivalent emissions. Through Certificates of Impact, customer education, and transparent reporting, GreenBox demonstrates a practical, scalable model for reducing maritime transport emissions and advancing sustainable global logistics.

For their innovation of the supply chain to reduce emissions, Green Worldwide Shipping is being awarded the Business Friend of the Environment.



Oak Creek, WI

Established
2008

Size
240 Employees Company-wide
6 Wisconsin Employees

Website
greenworldwide.com

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ITU ABSORBTECH



ABOUT ITU ABSORBTECH

ITU AbsorbTech is a New Berlin-based, family-owned environmental services company that has served industrial customers since 1930. The company provides reusable absorbents, towels, mats, uniforms, and other launderable textile solutions that help manufacturers reduce waste, improve safety, and meet sustainability goals.

2026 BUSINESS FRIEND OF THE ENVIRONMENT

ITU AbsorbTech's Environmental Stewardship initiative helps manufacturers reduce waste and recover valuable resources through its managed reuse program for industrial towels and oil absorbents. Rather than relying on disposable wiping products, the company collects, launders, inspects, and returns reusable Sorblts® absorbents, Ultra™ Shop Towels, and Ultra™ Printer Towels to customers, creating a closed-loop system that minimizes landfill waste and pollution.

In 2025, ITU AbsorbTech's programs helped customers divert more than 19 million pounds of solid waste from landfills, recover over 547,000 gallons of oil, and reclaim more than 146,000 gallons of solvent. These efforts reduced emissions, prevented potential environmental contamination, and provided customers with measurable sustainability results.

To further improve environmental performance, the company invested in advanced 3D TRASAR™ wastewater treatment technology and enhanced laundering chemistry to address evolving industrial processes. ITU AbsorbTech also broke ground on a new processing facility designed to test and implement innovative treatment methods. Through continuous investment, resource recovery, and waste reduction, ITU AbsorbTech demonstrates industry-leading environmental stewardship while helping customers achieve sustainability goals.

ITU AbsorbTech is being recognized as a Business Friend of the Environment for their Environmental Stewardship program.



New Berlin, WI

Established
1930

Size
512 Employees Company-wide
289 Wisconsin Employees

Website
ituabsorbtech.com

For more information about sustainability efforts, please contact:

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GREEN BAY PACKAGING



GREEN BAY PACKAGING
SMART PARTNERS ... SMARTER SOLUTIONS



ABOUT GREEN BAY PACKAGING

Green Bay Packaging is a family-owned manufacturing company headquartered in Green Bay, Wisconsin, and one of the nation's leading producers of fiber-based packaging products. Founded in 1933, the company manufactures corrugated packaging, folding cartons, containerboard, labels, and display products through more than 40 locations across the United States.



Green Bay, WI

2026 BUSINESS FRIEND OF THE ENVIRONMENT

Green Bay Packaging's Green Bay Mill has pioneered a first-of-its-kind net-zero water system that is redefining sustainable manufacturing and water stewardship. By combining advanced onsite water recycling with reclaimed water from the neighboring NEW Water municipal treatment facility, the mill fully offsets its freshwater use and returns more water to the Great Lakes watershed than it withdraws. In 2025 alone, the mill returned more than 798 million gallons of water beyond its intake, making it the first facility of its scale to achieve third-party validated net-zero water use.

The circular water system reduces freshwater demand, improves water quality, and eliminates direct intake from or discharge to the Fox River. Advanced technologies, including water recycling, microfiltration, reverse osmosis, and anaerobic wastewater treatment, significantly reduce water use, biological oxygen demand, and suspended solids per ton of paper produced. The mill also converts biogas generated during wastewater treatment into renewable energy, producing 12,000 MWh of electricity and supplying additional boiler fuel. This innovative system strengthens regional water resilience, protects Great Lakes resources, and provides a model for sustainable industrial water management worldwide.

For their net-zero water system, Green Bay Packaging is being awarded the Business Friend of the Environment Award in Stewardship.

Established
1933

Size
5,479 Employees Company-wide
2,183 Wisconsin Employees

Website
gbp.com

For more information about sustainability efforts, please contact:

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ENVIRO-SAFE RESOURCE RECOVERY

Enviro-Safe
RESOURCE RECOVERY (ESRR)



ABOUT ENVIRO-SAFE RESOURCE RECOVERY

Enviro-Safe Resource Recovery is a Germantown-based environmental services company specializing in hazardous waste management, recycling, and sustainability solutions. Founded in 2002, the family-owned business operates a state-of-the-art licensed Treatment, Storage, and Disposal Facility (TSDF) and helps customers achieve waste reduction, resource recovery, regulatory compliance, and zero-landfill goals through recycling, transportation, industrial cleaning, and environmental consulting services.



Germantown, WI

2026 BUSINESS FRIEND OF THE ENVIRONMENT

Enviro-Safe Resource Recovery's (ESRR) resource recovery and beneficial reuse initiative transforms industrial waste into valuable resources, helping manufacturers reduce disposal while advancing sustainability goals. ESRR evaluates industrial by-products, off-specification materials, spent solvents, and unused products to identify opportunities for continued use, product recovery, and energy recovery rather than landfill disposal.

Through fuel blending programs, continued-use solvent applications, and secondary-market redistribution, ESRR converts materials once considered waste into alternative fuel sources and reusable products. In 2025, the program managed more than 12,000 tons of material through energy recovery, redirected over 200 tons of commercial products for reuse, and diverted more than 100 tons from landfills. These efforts recovered more than 120 billion BTUs of energy, offsetting the equivalent of 5,000 to 6,000 tons of coal use.

Supporting approximately 400 manufacturers across Wisconsin and the Midwest, ESRR's program promotes circular economy principles, conserves resources, reduces environmental impacts, and provides practical, cost-effective sustainability solutions for industry.

For their program that turns waste into resources, Enviro-Safe is being recognized as a Business Friend of the Environment.

Established
2002

Size
33 Employees Company-wide
32 Wisconsin Employees

Website
esrr.com

For more information about sustainability efforts, please contact:

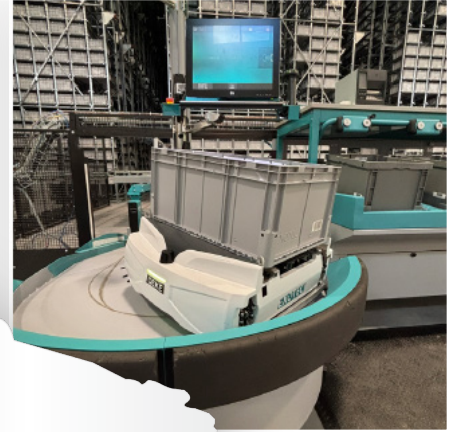
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FIRST SUPPLY

FIRST SUPPLY®



ABOUT FIRST SUPPLY

First Supply is the largest Wisconsin-based wholesale distributor of plumbing, HVAC, waterworks, industrial, well and septic, and building products. Founded in 1897 and family-owned for five generations, the company serves contractors and businesses across the Upper Midwest through more than 50 locations. Headquartered in Madison, First Supply is known for its extensive distribution network, customer service, and industry expertise.

FIRST SUPPLY

First Supply
Monona, WI

Monona, WI

2026 BUSINESS FRIEND OF THE ENVIRONMENT

First Supply's new Joe Poehling Distribution Innovation Center demonstrates how advanced technology can improve both operational efficiency and environmental performance. Opened in 2025 in West Salem, Wisconsin, the 308,000-square-foot facility integrates renewable energy, intelligent automation, and energy-efficient design into a modern distribution model.

The facility features the largest rooftop solar array in La Crosse County, with 1,150 panels capable of generating 50% to 70% of daily energy demand. Additional sustainability elements include EV charging stations, infrastructure for future geothermal cooling, energy-efficient building systems, and a high-density warehouse design that reduces the building footprint and energy use.

Advanced warehouse technologies, including a robotic automated storage and retrieval system, optimized navigation software, high-efficiency conveyors, and battery-powered material handling equipment, reduce unnecessary movement, improve productivity, and lower energy consumption. The facility also supports more efficient regional transportation through overnight replenishment operations.

By combining automation, renewable energy, and future-ready infrastructure, First Supply has created a scalable, innovative distribution center that supports long-term sustainability, operational excellence, and economic growth in Wisconsin and throughout the Upper Midwest.

For their attention to detail and environmental thoughtfulness at their new state-of-the-art distribution center, First Supply is being recognized as a Business Friend of the Environment.

Established
1897

Size
787 Employees Company-wide
586 Wisconsin Employees

Website
firstsupply.com

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GENERAC

GENERAC®



ABOUT GENERAC

Generac is a Waukesha-based global manufacturer of backup power and energy technology solutions. Founded in 1959, Generac pioneered the residential standby generator market and today serves residential, commercial, and industrial customers worldwide. The company operates multiple manufacturing facilities across Wisconsin, employs thousands of workers, and is known for innovation in power generation, energy storage, and grid resiliency.

2026 BUSINESS FRIEND OF THE ENVIRONMENT

Generac's next-generation air-cooled home standby generator showcases how environmental innovation can be achieved through thoughtful engineering and continuous improvement.

Launched in 2025, the redesigned generator was built around a simple goal: deliver the same reliable backup power while using fewer resources and generating less waste. A new Electronic Fuel & Ignition Control (EFIC) system improves fuel efficiency, lowers emissions, and automatically adjusts to operating conditions, eliminating the need for altitude kits and reducing fuel consumption during cold starts and routine exercise cycles. Engineers also simplified the design by reducing the part count from 411 to 319 components, cutting manufacturing time and material usage while improving long-term reliability.

The sustainability benefits extend beyond the product itself. Generac replaced single-use packaging for alternators with a reusable rack system, creating a closed-loop transportation process that eliminates recurring waste. Built-in cellular connectivity and enhanced diagnostics enable proactive maintenance, reducing technician trips, replacement parts, and service-related emissions. Together, these improvements reduce environmental impact throughout the generator's entire lifecycle while supporting more than 1,000 Wisconsin manufacturing and service jobs.

For their commitment to continual and advanced innovation that protects the environment, Generac is receiving this Business Friend of the Environment Award.



Waukesha, WI

Established
1959

Size
9,000 Employees Company-wide
6,000 Wisconsin Employees

Website
[generac.com](https://www.generac.com)

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