



NEWS RELEASE

Wisconsin Department of Natural Resources Northeast Region

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SUBJECT: Green Tier welcomes Ripon Printers

RIPON, Wis. – Ripon Printers today became a Wisconsin Green Tier participant, officially joining other forward-thinking companies voluntarily reducing their impact on the environment by going beyond current rules and regulations.

"Ripon Printers bring economic and environmental performance together in ways that are not only sustainable but also ways that improve their competitive position", said Department of Natural Resources Secretary Matt Frank. "We are pleased to have Ripon Printers in the Green Tier Program with their energetic pursuit of superior environmental performance and their contribution to building Wisconsin's competitive advantage for environmental performance companies."

Ripon Printers serves small- to mid-sized catalog marketers and publishers, producing catalogs and directories as well as manuals and soft-cover educational products. Founded in 1962 with just 13 employees, Ripon Printers employs more than 330 and is equipped with technologies from pre-media through fulfillment and distribution.

Ripon Printers already has exceeded compliance with environmental laws in numerous areas. The company has reduced energy consumption by upgrading lighting fixtures and saved 1 million kilowatt hours of energy by installing a system limiting air conditioning. They annually recycle 10 million pounds of paper, 520,000 pounds of cardboard, 60,000 pounds of plastic and 65,000 pounds of aluminum.

As a Green Tier participant, Ripon Printers will reduce volatile organic compound (VOC) emissions, pursue further reductions in energy use and water use, as well as strive for certification by the Forest Stewardship Council to ensure their paper products come from well managed forests.

"We are pleased to be accepted as a Green Tier participant," said Jeff Cottrell, Ripon Printers' Project Engineer. "Continuous improvement and waste minimization efforts are focal

points of our business. We will strive to continually improve our environmental performance and work toward becoming a more sustainable printer.”

In 2004, Gov. Jim Doyle signed Green Tier into law to encourage a collaborative approach to environmental performance between the DNR and Wisconsin businesses. As part of Green Tier, Wisconsin organizations voluntarily commit to reduce their environmental footprint by developing and implementing environmental management systems. These systems act as a roadmap, presenting organizations the opportunity to adopt new technologies and practices to continually improve their environmental performance.

Ripon Printers is a Tier 1 participant in Green Tier. In exchange for a commitment to superior environmental performance, the DNR grants benefits to Tier 1 participants including recognition, a logo used by all Green Tier companies, and a collaborative relationship to assure compliance and superior environmental performance. DNR and Ripon Printers see this relationship as an advantage for both business and the environment.

For more information on Green Tier and Ripon Printers’ efforts, visit <http://dnr.wi.gov/org/caer/cea/environmental/participants/ripon/index.htm>.