

## WHY ARE WE GREEN?

In the late 1990s Keson took its first “green” step, simply recycling paper, aluminum cans, and cardboard. We did it out of concern for the environment, but quickly learned that it was good for business as well. Within six months we had reduced our waste-hauling costs by over 50%, and we were being paid for paper products going to a recycler. These simple steps were good for the earth and they saved us money.

Over the ensuing years we have made many other “green” commitments that coincidentally benefit our business. For example, we reduced the amount of cardboard in our packaging, thereby saving trees and water, and minimizing our impact on all the other paper-production concerns. On the business end, the practice has cut our cost of corrugated in half and reduced labor-hours once needed to assemble and pack boxes with multiple inserts.

When we built our new 80,000 square-foot building in 2001, we put in a dishwasher and purchased silverware and high-impact dinnerware, inviting our employees to avoid the use of plastic forks and Styrofoam containers. We rinse and crush our aluminum cans and donate them to a charitable organization. All other food containers are cleaned and taken to a recycling center. We now compost all organic food waste. Almost every sheet of paper printed on one side is reused before it is recycled or shredded. Shredded paper is used for packing material.

We have established and I chair a “KERMIT-TEE” (named after everyone’s favorite frog) to review, suggest, and implement energy-efficient policies. The results?...Timers on all vending machines and water coolers that save electricity/energy/money overnight and on weekends... A protocol that allows for the safe shutdown of computers during those same time periods. We will soon install in one-third of our warehouse energy-efficient overhead lighting fixtures with motion sensors that will reduce the usage of electricity in that area by over 70%. We’ve even planted a 4-acre, wildflower prairie that eliminates the noise and air pollution of a lawn service, reduces water runoff, and gives our employees a natural environment in which to enjoy breaks and lunches.

Keson has been committed to doing the right thing for a long time—for our employees, for our customers, and for the earth that supports us. We’re glad to see that others are catching on.

Ron Nosek  
Chairman