



The Green Bay Packaging Inc. Letter

March 2013

Arkansas Kraft Receives AF&PA Award



Photo provided by AF&PA

Will Kress, President and CEO of Green Bay Packaging, accepted the award. From left to right: Donna Harman, AF&PA President and CEO; Will Kress; and Alexander Toeldte, AF&PA Board Chairman.

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AKD achieves industry-first: AF&PA Innovation Award in Sustainability

By Rachel Bahde

The Green Bay Packaging Inc., Arkansas Kraft Mill, was awarded the industry-first American Forest & Paper Association (AF&PA) "Innovation in Sustainability" Award for its fiber reclaim project, which was featured in the Green Letter, October 2011.

AF&PA President and CEO, Donna Harman, presented the award to GBP at the AF&PA annual meeting November 9 in Scottsdale, Ariz.

"As the first 'Innovation' award winner, Green Bay Packaging has set a high bar for future applicants by achieving 100 percent fiber yield recovery in their Arkansas facility," said Harman. "When we first envisioned the Sustainability Awards program, this is the kind of amazing work that we were hoping

to uncover, and I believe this is the first of many innovative projects to come from our members."

The Sustainability Award AF&PA member applicants are considered in two categories: "Innovation in Sustainability" and "Leaders in Sustainability."

**"...Green Bay
Packaging has set
the bar high..."**

-Donna Harman

AF&PA President & CEO

Projects that merit recognition for the "Innovation" category contribute to sustainable industry practices. The awards program is part of a larger, industry-led Better

Practices, Better Planet 2020 initiative in which AF&PA member companies commit to achieve measurable goals in support of sustainable business practices.

The fiber reclaim project is an industry first in both technology and process innovation, and helped the Mill achieve 100 percent fiber yield recovery, with recovered fiber recycled back into linerboard production, or downcycled into other products. Due to this project, the Mill has achieved zero-landfill of fiber collected at the Mill's waste treatment system. More than 7,000 tons of fiber reject was recovered and diverted from the landfill during the first year of the project.

"We are honored to be the first 'Innovation in Sustainability' award winner recognized by AF&PA," said Bryan Hollenbach, Executive Vice President at Green Bay Packaging. "The results of this innovative project show what's possible when you're willing to think strategically and creatively and we hope to continue this approach at Green Bay Packaging as we move forward with our sustainability program."

The American Forest & Paper Association is the national trade association of the forest products industry, representing pulp, paper, packaging and wood products manufacturers, and forest landowners. For more information about AF&PA's Better Practices, Better Planet 2020 initiative, and an industry sustainability report, visit www.afandpa.org/sustainability.



Arkansas Kraft Mill's Curt Pelot, right, and Matt Szymanski stand in front of reclaimed fiber.

Baltimore joins Maryland Green Registry program



Those holding certificates are from GBP-Baltimore, (from left to right): Ed Catterton, 1st Shift Converting Supervisor; Jason Bowen, 4-Color Printer/Diecutter Assistant; Alex Lacey, 4-Color Printer/Diecutter Operator; Renee Sakell, HR/Safety/Environmental Director; David Pollock, Operations Manager; and Tyson Aschliman, Vice President and General Manager of Baltimore Division.

By Rachel Bahde

The Green Bay Packaging Baltimore Division achieved membership into the Maryland Green Registry, as a result of continued efforts in sustainable stewardship.

The Maryland Green Registry, a voluntary program of the Maryland Department of the Environment, features organizations and businesses that show commitment to sustainability.

After joining the Regional Manufacturers Institute (RMI) Green Team in early 2012, Baltimore implemented several projects for 'greening' the facility, which led to the induction into the Maryland Green Registry.

Tyson Aschliman, Vice President and General Manager at Baltimore, along with Rick MacDougal, started talking with the president of RMI about the Green Team Initiative.

"We talked about objectives, commitments, processes, timelines, and we signed up," Aschliman said. Aschliman and Dave Pollock, Operations Manager at GBP, attended monthly meetings on "best practices, challenges, and problem solving with other Baltimore County manufacturers, including General Motors and Marquip-Ward-United," Aschliman explained.

After joining RMI, Baltimore started working on making the facility more energy efficient. Kevin Mursch, production manager at GBP, and Dan Johnson, maintenance manager, conducted a plant energy audit with the University of Delaware to see where improvements could be made. As a result of the findings, the following projects were implemented:

- Air Compressor lines checked with ultra-sound detectors; 35 micro leaks repaired
- Closed unused ports for pulsed scrap collection.
- Scrap chute openings decreased to lessen the burden on collection system motors.

- Heater thermostats upgraded to programmable models
- Cog Belts installed on the scrap blower system to increase efficiency and decrease slips in system.

These projects, completed in August, saved more than 105,000 kwh of energy usage and 850 Btu of natural gas, which saved Baltimore an estimated \$40,000.

Additional future projects include:

- An oxygen trim control on the boiler, which would save an estimated \$3,100 a year in natural gas.
- Lighting sensors installed throughout the warehouse, office and less-used areas of the plant.

Also, Baltimore plans to change its air compressor intake duct system to outside air, rather than taking in air from inside the plant.

"Compressors run at significantly better efficiencies if drawing outside, cooler air, rather than the hot, humid, and dusty air from the rafters," Aschliman said.

Baltimore also began "an intensive, multi-level development" of a "Lean and Green Training Initiative," focused on set-up and waste reduction in the converting process, according to Aschliman.

Being registered as a "Maryland Green Company" with the Maryland Green Registry, "comes as a result of the RMI partnership that we've all been a part of," Aschliman said. "We've got a great story."



Archbold Container diverts ‘dust logs’ from landfill

By Jessica Zahn

Archbold Container Corporation (ACC), a Green Bay Packaging Company, is a sheet plant with a unique twist – they also manufacture Expanded Polystyrene (EPS) Foam for packaging components.

Archbold Container uses EPS beads to produce large foam blocks, which are cut into smaller pieces for use as inner protective packaging for products.

Archbold Container’s foam trim scrap, along with any backhauled materials from customers or public collection, is reground on site and reused in Archbold Container’s system.

EPS is 100 percent recyclable, and an estimated 357 tons was recycled in 2012. According to Bill Walsh, Technical Manager, Archbold Container’s EPS foam has an average of 20 to 30 percent reground material recycled into product.

As a by-product of the regrinding process, EPS dust that is too fine to be reused is collected and compressed into “dust logs.” Until recently, the dust logs were put into a dumpster on site. In 2010, Archbold Container began a recycling initiative to get rid of their large dumpster.

“After the dumpster was no longer on site, we discovered

a large part of what had been put in the dumpster had been dust logs...” explained Shelia Santiago, HR and Environmental Manager. “We didn’t want to continue to put them in landfill.”

Santiago and Walsh began searching for recycling options. In April 2012, the division began diverting the dust logs from landfill, and sending them to a plastics manufacturer in Indiana for recycling. By the end of 2012, Archbold Container diverted more than 42,560 pounds of dust logs from the landfill.

Recycling the dust logs doesn’t make Archbold Container a profit, but as Santiago put it, “when we started the recycling efforts, we didn’t focus on making money, but trying to stay as close to cost neutral as we could and yet working towards zero percent landfill.”

Archbold Container’s recycling initiative has had excellent results. Lynn Aschliman, President of Archbold Container, detailed that since they began the recycling initiative, they “reduced landfill volume by 79 percent ... of total incoming tonnage.”

The division doesn’t plan on stopping their momentum anytime soon. Currently, the majority of the waste sent to landfill consists of lunchroom garbage, floor sweepings, ink waste and print plates.

“We have some leads on ink waste disposal,” Aschliman says. “If this pans out, we could be under one percent discharge to the landfill.”



Pictures supplied by Shelia Santiago
Scrap (above right) and ‘dust logs’ (above center) that are created from the production and trimming process are collected and recycled.

EPS foam blocks (above left) are produced at Archbold Container.

Go Green!

Tips for Winter

Install a Programmable Thermostat

Installing a programmable thermostat will allow you to auto-adjust temperature settings when you are home and while you are sleeping. Lowering the temperature at least five to 10 degrees will save an estimated \$180 a year, according to Earth911.com.

Weather Stripping

Reduce the amount of escaping warm air in your house by weather stripping windows and doors. Several options available range from seals to put around windows and doors to applying shrink wrap around each window, which saves the most heat.

Outlet Seals

Outlets are also culprits of heat loss. Hardware stores sell outlet seals that go between the wall and the outlet cover to create a better seal.

Light Timers

Less daylight means more lighting is used inside and outside the home. Use timers for outside lights that need to be on when arriving home, rather than leaving them on all day. During the holidays, use timers on inside and outside decorative lights.

Water heater check

Check your water heater for leaks in the tank and valves, and insulate the heater to help keep the water hot with less energy.

Holiday Recycling

Not sure what to do with all those cards you got in the mail? Instead of tossing them, reuse them:

- Make them into wall art by creating framed collages.
- Turn them into post cards or gift tags.
- Use them as a bookmark

Save landfill space by recycling or reusing wrapping paper:

- Use the decorative paper to line shelves and drawers.
- Use it to cover books.
- Save it for next year!

Green Spotlight

Fort Worth Division receives pretreatment award for third consecutive year



The Fort Worth Container Division received a Pretreatment Partnership Award from the City of Fort Worth for its third consecutive year of compliance. Fort Worth was presented with the award during the 14th Annual Pretreatment Awards Ceremony November 8, 2012, at the Fort Worth Botanical Gardens.



Companies honored with Pretreatment Awards show a commitment to environmental compliance, and attained 100 percent compliance with wastewater pretreatment permits, as well as demonstrating pollution prevention activities. The Pretreatment Partnership Award specifically honors those who have maintained three to ten consecutive years of compliance.

Please send story ideas to

Rachel Bahde at rbahde@gbp.com.

We rely on your suggestions and information to write articles.

GBP Wisconsin operations designated Green Master for third year

By Rachel Bahde

Green Bay Packaging Wisconsin operations were recognized as a Green Master for the third consecutive year at the Wisconsin Sustainable Business Council Annual Conference Dec. 7, 2012.

The top 20 percent of companies participating in the Green Masters program are awarded with the title of Green Master. Companies that rank below 100 points on the questionnaire are called Green Apprentices. Green Professionals, such as GBP, ranked above 100 points, and are then nominated to become a Green Master.

GBP serves as a leader and example in sustainability, and has helped the Green Master Program evolve into a valuable tool for future companies and their sustainability goals.

The conference, held at American Family Insurance Headquarters in Madison, Wis., is the only conference in Wisconsin designed specifically for direct business-to-business sharing of sustainability experiences.

The WI Sustainable Business Council is a network of Wisconsin businesses and organizations that are pursuing the challenge of sustainability and corporate responsibility.

The council works to educate businesses and organizations in Wisconsin about sustainability, and brings together companies with similar sustainability goals.

For more information on the Green Masters Program and the Wisconsin Sustainable Business Council, www.bus.wisc.edu/sustainability/council/recognition-programs/.



Green Bay Mill Achieves 20 years of closed-process-water-loop system

By Rachel Bahde

Green Bay Packaging's Green Bay Mill celebrated its 20th year as a closed-process-water-loop facility in 2012. The Green Bay Mill was one of the first paper mills in the world to have a completely closed process water system, without any direct effluent discharge.

In the March 1997 edition of National Geographic, the Green Bay Mill was recognized as a "green innovator" in a lead feature about the mill's closed process water system.

Paper making uses a large amount of water during its process, relying on river water intake. Green Bay Packaging strove to be different, and decided to recycle the process water to conserve resources.



The first steps toward closing the loop began in 1963, when the Mill started to cut back its water consumption. By 1972, the process water system was fully closed. At that time, the Mill was utilizing a semi-chemical pulping mill.

In the early 1990s, the Mill began a rebuilding process to become a 100 percent post-consumer recycled mill. During the construction process, the water system was re-opened to allow a small flowage into the Green Bay Metropolitan sewer. The water system was reclosed in 1992, thus making 2012 its 20th consecutive year.

Switching to a 100 percent post-consumer mill also reduced the amount of water used, because making paper from recycled content uses less water than using virgin content. In one year of recycling, the Mill saved more than 3.8 billion gallons of water.

Nearing Zero: Box and sheet plants average 95 percent landfill-free rate

By Kaitlyn Gilles

As companies take efforts to minimize waste, they seek reachable goals. One goal that has gained momentum in the industry is zero waste to landfill.

To achieve this goal, waste is diverted from landfills. Some companies self-declare zero-waste or near zero-waste, based on 99 percent or 90 percent diversion, respectively. As more companies claim to have achieved these zero waste to landfill designations, the need for third-party validation has risen.

UL Environment offers companies the opportunity to validate zero waste to landfill claims through third-party audits. UL Environment has three levels, including:

- **Zero Waste to Landfill:** 100 percent diversion from landfill
- **Virtually Zero Waste to Landfill:** 98 percent or higher diversion rate
- **Landfill Waste Diversion Rate:** 80 percent or higher diversion rate; actual percentage used

Other contractors are offering third-party validation services, as well.

GBP tracks divisions' quantity and disposition of

wastes generated by each facility, for customer inquiries and sustainability scorecards. All GBP divisions work to reduce, recycle, and reuse waste before sending to landfill.

At least 80 percent of waste is diverted from landfills by each GBP box and sheet plant through recycling. The average waste diversion of box and sheet plants is approximately 95 percent.

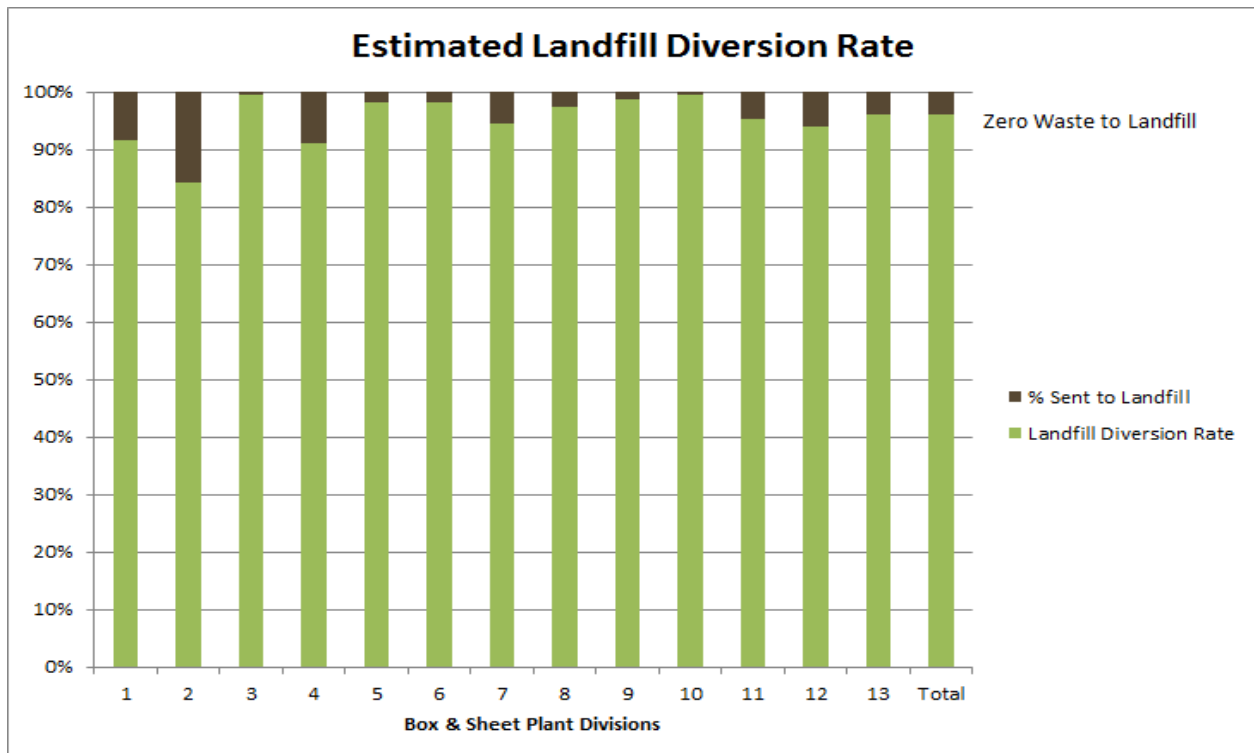
Through reduction and diversion of waste, cost savings are realized from:

- avoided landfill fees
- increased efficiency
- reduced transportation
- recycling revenue

Division landfill reduction projects include:

- aerosol can puncturing and recycling
- scrap metal recycling
- partnerships with customers to backhaul for recycling.
- Process trim, recycled

These projects, to name a few, have contributed to the divisions' goals in landfill diversion.



Note: Does not include universal waste or hazardous wastes. Chart based on 2011 data.

Chart by Kaitlyn Gilles

News from Around GBP...

UW-Stout Students Awarded George F. Kress Packaging Scholarship

From the Social Sustainability side...

Green Bay Packaging honored two University of Wisconsin – Stout students for a third year with the George F. Kress Packaging Scholarship. The scholarship program, established in 2009 by the Kress Family Foundation, supports the UW-Stout packaging-related programs and the development of future packaging professionals.

The \$1,000 scholarships are granted to one junior and one senior pursuing a Bachelor of Science degree in Packaging. Eligible students must be Minnesota or Wisconsin residents, and maintain a minimum GPA of 3.0. The recipients this year were Benjamin Kelley and Vanessa Zahratka.

"Green Bay Packaging is proud to recognize Ben and Kelley as the 2012 recipients of the George F. Kress Packaging Scholarships," said Rick Luftman, Vice President, National Sales & Marketing. "The purpose of these scholarships is to recognize students that have excelled in the Packaging Program at the University



Photo by Rick Luftman

Benjamin Kelley, left, and Vanessa Zahratka received the George F. Kress Packaging Scholarship for 2012.

of Wisconsin – Stout. Ben and Kelley are dedicated students that will make very positive contributions to the packaging industry in the future".

UW-Stout is currently the only UW system school to offer a degree in Packaging, and only one of a few schools in the United States.

Environmental Sustainability Conference

Green Bay Packaging held an Environmental Sustainability Conference September 18, 2012, in Green Bay, Wis. The conference was held in conjunction with HR and Safety.

This year's conference included environmental sustainability topics on environmental compliance, sustainability performance, and required DOT Hazardous Materials training. Copies of the presentations are posted on the GBP Intranet, under the Environmental tab, in the Seminar 2012 folder.



From left to right:

Front Row: Rick Goleman, Rich Bennie, Jessica Zahn, Mary Ann Cox, Shelia Santiago, Thomas Fullove, Fred Riley.

Second Row: Tom Holte, Bryan Hollenbach, Mike Tassone, Wayne Georgia, Kathy Nelson, Karen Forbes, Laurie Malecki, Jay Jagodinski, Rachel Bahde, Lisa Bauer Lotto, Matt Owens.

Third Row: Danny DeMoss, Tom Merrill, John Meyer, Bill Olson, Renee Sakell, Jennifer Peplinski, Kaity Gilles, Paul Bucek, Ted Weisenbach, Tom Field, Scott Nugteren, Stan Chivers.