

Green Bay Packaging Inc.

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Green Bay Packaging Inc. Receives Green Masters Award

Green Bay, Wis. - Green Bay Packaging Inc. was recognized for a second time as a Green Masters company at the Wisconsin Sustainable Business Council Annual Conference on Dec. 8, 2011.

GBP, to include all Wisconsin divisions, scored in the top 20 percent of the objective points-based program, which recognizes Wisconsin's sustainability leaders and encourages continuous improvement in areas including energy, water, waste and social actions.

"Green Bay Packaging takes pride in sustainability, including the focus on quality and spirited innovations," said Lisa Bauer Lotto, Director of Environmental and Sustainability Programs at GBP.

Committed to long-term viability of sustainable operations, GBP continually strives for process improvement of waste management practices, diverting materials from landfill to recycling, waste-to-energy, byproducts or beneficial use. The Green Bay Coated Products Division reduced its landfill waste by more than 50 percent in the past year.

The conference, held at the Monona Terrace in Madison, Wis., is the only conference in Wisconsin designed specifically for direct business-to-business sharing of sustainability practices. The Wisconsin Sustainable Business Council launched the Green Masters Program as a way to recognize and support Wisconsin businesses and institutions that are committed to sustainability.

About Green Bay Packaging Inc.

Started in 1933, Green Bay Packaging Inc. is a family-owned, vertically integrated company consisting of corrugated container plants, folding cartons, recycled and virgin linerboard mills, pressure-sensitive label roll-stock, specialty converting operations, timberlands, and a sawmill facility. Headquartered in Green Bay, Wis., Green Bay Packaging Inc. is dedicated to innovative development of its products and forestry resources, with a focus on quality, sustainability and continuous improvement throughout all of its manufacturing facilities in 14 states. For more information about Green Bay Packaging Inc., visit www.gbp.com.

About Wisconsin Sustainable Business Council

The WI Sustainable Business Council is a network of Wisconsin businesses and organizations that are actively involved, or interested in, the challenge of sustainability and corporate responsibility. For more information on the Green Masters Program and the Wisconsin Sustainable Business Council, visit www.bus.wisc.edu/sustainability/council/recognitionprograms/.



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