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*Kranz, Inc*

**Morgan Wiswall,**  
*Menasha Packaging Company*

**Press Release**

**Contact:**  
**WI Sustainable Business Council**  
**Tom Eggert**  
**Executive Director**  
[sustain@bus.wisc.edu](mailto:sustain@bus.wisc.edu)  
**608-267-2761**

**Contact:**  
**Green Bay Packaging**  
**Rachel Bahde**  
**Environmental Communications Associate**  
[rbahde@gbp.com](mailto:rbahde@gbp.com)  
**920-433-5132**

**Green Bay Packaging Receives Recognition as Master in Green Masters Program for third consecutive year**

Green Bay Packaging is one of a select group of companies to earn the designation, “Green Master,” the highest tier in the Green Masters Program established by the Wisconsin Sustainable Business Council. As a Green Master, Green Bay Packaging has performed actions in each of nine “sustainability areas” and has scored in the top twenty percent of all participating companies.

“Green Bay Packaging exemplifies leadership as a sustainable packaging company,” said Tom Eggert, executive director, Wisconsin Sustainable Business Council. “Green Bay Packaging has integrated the triple bottom line—people, planet and profit—into their business strategy and we look forward to seeing what innovative actions they take in the future.”

Green Bay Packaging Wisconsin operations - consisting of corrugated container plants, a folding carton plant, a recycled linerboard mill, and a pressure-sensitive label rollstock plant, is committed to sustainable practices that optimize resources and responsibly balance economic, social and environmental goals in producing quality and innovative products for its customers. GBP strives for continuous improvement in performance, innovation and quality; supporting an effective stewardship essential to sustaining community and value-added business partnerships.

In addition to continuous sustainability improvements at all Wisconsin locations in 2012, GBP-Wausau Division established a one-acre prairie habitat on its property, which reduces mowing and associated emissions, as well as conserving water.

“We appreciate the teamwork of customers, suppliers and GBP staff that has contributed to our continuous improvement in sustainability, which allowed us to



**Tom Eggert, Executive Director**  
5810 Idledale Circle, Madison, WI53711

**608.267.2761**  
[sustain@bus.wisc.edu](mailto:sustain@bus.wisc.edu)



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achieve Green Master for the third year,” said Lisa Bauer Lotto, Director of Environmental and Sustainability Programs.

Applicants to the Green Masters Program are judged on a comprehensive range of sustainability issues, from energy to water use to educational outreach and governance. More than 125 Wisconsin businesses are participating in the program where the top twenty percent achieve the highest “Green Master” designation. For more information, or a complete list of Green Masters Program participants, go to: <http://www.greenmastersprogram.com>.

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Thank you,

*Thomas Eggert*  
Tom Eggert  
Executive Director  
WI Sustainable Business Council

*Amanda Goetsch*  
Amanda Goetsch  
Program Director  
Green Masters Program



Tom Eggert, *Executive Director*  
5810 Idledale Circle, Madison, WI53711

608.267.2761  
[sustain@bus.wisc.edu](mailto:sustain@bus.wisc.edu)