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Time to end the myth

What's good for the environment can be just as good for a business' bottom line

By Alan Bubes

Business growth and environmental concerns are always at odds, right?

What is good for the environment is bad for business. What is good for business is bad for the environment. In public debate after debate we hear that taking the necessary steps to protect the environment devastates the bottom line.

At least that's what people seem to believe.

Surveys bear this out. An Associated Press/Stanford University poll found that 65 percent of Americans felt that U.S. businesses harmed the environment at least "moderately." Some 44 percent of respondents said they disapproved of the way businesses handled issues involving the environment. Only 7 percent said business helped the environment "a lot" or "greatly;" 62 percent characterized this support as little to none.

It is time to change those perceptions. Doing right by the environment can be a sound business strategy. Every business executive I know wants to reduce energy and water usage costs so those dollars can be used to grow the business. From a personal perspective, every business executive out there wants a clean, safe community in which to raise a family.

Local businesses recognize they are the economic engine that provides our employment base. They have a vested interest in environmental stewardship because they want to attract talented workers. They can only accomplish this if they do their part for the environment where they work and live.

Many businesses have long realized this and put it into practice. For example, the textile rental industry, in which I work, has reduced solid waste for years. We rent cloth napkins and towels and other reusable textiles and then provide the commercial laundry service. Our textiles are long-lasting alternatives to disposable products that quickly end up in landfills.

Because we do so much laundry for so many businesses, we provide huge economies of scale in the use of water, electricity and detergent.

In addition, we are reducing strain on the environment by using more efficient plant equipment. We have documented our improvements. This year, we completed the first decade of the Laundry Environmental Stewardship Program (LaundryESP). It is a partnership between the Textile Rental Services Association, our national trade group, and the federal Environmental Protection Agency (EPA).

Our industry committed to 10 percent reductions in the amount of water and energy needed to clean a pound of laundry.

During the intervening
achieved 28 percent and 14
respectively. We decreased
pollutant volume to sewe
and reduced greenhouse
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Carlisle, Pa. ■ $1.00
October 4, 2009
The Sentinel
SUNDAY

Preserving the environment

Business success and environmental concerns are always at odds.

What is good for the environment is bad for business. What is good for business is bad for the environment. In public debate after debate we hear that taking the necessary steps to protect the environment devastates the bottom line.

At least those are the prevailing arguments.

Surveys bear this out. An Associated Press/Stanford University poll found that 65 percent of Americans felt that U.S. businesses harmed the environment at least "moderately." Some 44 percent of respondents said they disapproved of the way businesses handled issues involving the environment. Only 7 percent said business helped the environment "a lot" or "greatly;" 62 percent characterized this support as little to none.

It is time these perceptions change. Doing right by the environment can be a sound business strategy. Every business executive I know wants to reduce his energy and water usage costs so those dollars can be used to grow the business. From a personal perspective, every business executive out there wants a clean, safe community in which to raise their family.

Local businesses recognize they are the economic engine that provides our employment base. They have a vested interest in environmental stewardship because they want to attract talented workers. They can only accomplish this if they do their part for the environment where they work and live.

This is nothing new. The textile rental industry, in which I work, has helped many industries reduce solid waste for years. We rent and launder cloth products (with pickup/delivery service) that help keep businesses clean and neat. For example, grocery

Don Fry

Cumberland Valley Rental

stores put our reusable towels to work in their meat, produce, and bakery areas; restaurants use them for kitchens and dining rooms. These towels are long-lasting alternatives to paper wipers with short lives that quickly end up in landfills.

Our industry's walk-off mats are also a plus for the environment. They capture dirt from shoes, preventing it from being tracked across hard-surface floors. That reduces the chemicals and water needed to wash these floors.

Because we do so much laundry for so many businesses, we provide huge economies of scale in the use of water, electricity, and detergent. Rental work uniform service epitomizes this benefit. Businesses that rent these garments for their staffs do not require employees to wash these work clothes at home. This really helps conserve water; according to the federal Environmental Protection Agency (EPA), clothes washers account for almost 22 percent of home water use.

In addition, our industry is reducing strain on the environment by using more efficient plant equipment. We have documented our improvements in this respect through the first decade of the Laundry Environmental Stewardship Program (LaundryESP). It is a partnership between EPA and the Textile Rental Services Association, our national trade group.

Our industry committed to 10 percent reductions in the amount of water and energy needed to clean a pound of laundry. Over the intervening ten years we achieved 28 and 14 percent drops, respectively. We decreased our wastewater pollutant volume to sewers by 43 percent and reduced greenhouse gas emissions 15 percent. And we increased our use of environmentally friendly wash chemicals, such as peroxide bleach (a substitute for chlorine), up 45 percent.

Every business needs to become more efficient in its use of water and energy. All must examine the wide-ranging impacts of their production on the environment. It makes business sense – cut operating costs and invest those monies in new opportunities to increase competitiveness.

In undertaking this exercise, more businesses need to publicize their achievements and lead by example. Not to aggrandize the industry, but to apply best environmental practices which the public can often also adopt.

For instance, in our business, it is a science to build the largest wash loads possible. It is a big job to match fabrics, colors, types of goods, etc. But we do it, because it makes efficient use of resources. In home laundering, these stakes are high, too. EPA estimates that washing full loads saves a family of four more than 3,400 gallons of water each year.

Postponing washing clothes at home until there are enough to build a full load can be inconvenient. But as we have seen in our business, "going green" is rarely easy. In the long run, though, at work or home, it helps save the planet and our money.

— — —

Donald A. Fry is president, Cumberland Valley Rental, Shippensburg

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To save money and the planet, we should do full loads of laundry

JAMES L. O'HARA

BUSINESSES are widely perceived as not really wanting to invest in environmental protection. The public believes that, given a choice, most executives would rather avoid the expenses of curbing emissions and conserving resources.

An Associated Press/Stanford University poll found that 65 percent of Americans believed that American businesses harm the environment at least "moderately." Some 44 percent of respondents said they disapprove of how businesses handle issues involving the environment. Only 7 percent said they believe that business helps the environment "a lot" or "greatly"; 62 percent characterized this support as little to none.

It is time that these perceptions change. Doing right by the environment can be a sound business strategy. Every executive I know wants to reduce energy and water-use costs so that those dollars can be used to expand the business. And people who run companies want to live and work in clean and safe communities.

Local businesses recognize they are the economic engine for most of our employment base. They have a vested interest in environmental stewardship because they want to attract talented workers. They can only accomplish this if they do their part for the environment where they work and live.

Every company needs to become more efficient in its use [illegible] water and energy. It makes business sense: Cu[illegible] and invest the new-ly available [illegible] competiti[illegible] this. But [illegible] the variety of "green" benefits of their production processes and products.

In undertaking such promotion, more companies and industries need to lead by example: to serve as models for best environmental practices that the public can adopt.

For example, in the textile rental industry, be[illegible] we do so much laundry for so many business[illegible] economies of scale in the use of water, electricity and detergent.

We use very large washers and fill them wit[illegible] much laundry as possible. It is a big job to m[illegible] fabrics, colors, types of goods, etc. But we do it [illegible] cause it's efficient.

In your home, do you do the same? If you d[illegible] have enough compatible clothing items to fill [illegible] machine, you might set it to handle a smaller l[illegible] That will economize on water, but not very well. [illegible] British conservation nonprofit organization W[illegible] wise reports that some half-loads use almos[illegible] much water as a full load. And two half-loads [illegible] use more water and energy than a full one. The [illegible] vironmental Protection Agency estimates [illegible] washing full loads saves a family of four more [illegible] 3,400 gallons of water a year.

You may have invested in a new machine that [illegible] outstanding water-optimization capability. If y[illegible] hope you regularly postpone household laundry [illegible] til you have full loads. As I have seen in my busi[illegible] and as many consumers have learned, "g[illegible] green" does not come easy. But in the long ru[illegible] saves the planet and your money.

James L. O'Hara is president of Falvey Linen[illegible] ply, in Cranston.

Lansing State Journal

OCTOBER 15, 2009

THE POWER OF KNOWING SINCE 1855

Help BWL be green, efficient

A.J. BLONK is district service manager for Model Coverall Service in Lansing.

It's easy to take things for granted when they're always there. In Lansing, we can be especially confident that our needs for water and energy will be well met, thanks to the Lansing Board of Water and Light.

We are one of the larger cities in the country to take our city water entirely from wells. The BWL does a great job of getting it into shape for drinking. Two years ago, we were one of the top 15 cities in the City Water Taste Test held by the U.S. Conference of Mayors.

We should be pleased with our power supply. Only about 15 percent of Americans get their electricity from a public authority. Public power saves consumers 14 percent, the American Public Power Association says.

Good, plentiful water. Cheaper electricity. But supplies are limited. We need ideas about how to control our consumption so we can be as "green" as we can. I suggest we look to our workplaces.

That might surprise you. Most people seem to think that what is good for the environment is bad for business. And what is good for business is bad for the environment. An Associated Press/Stanford University poll found that 65 percent of Americans felt that U.S. businesses harmed the environment at least "moderately." Some 44 percent of respondents said they disapproved of the way businesses handled issues involving the environment.

It is time these perceptions change. Doing right by the environment is a sound business strategy. Every executive wants to reduce energy and water use and solid waste to control costs. And wants to live and work in a safe community.

My industry, textile rental, provides an example. We do laundry in very large washing machines for many businesses in our area. This provides huge economies of scale in the use of water, electricity, and detergent. Furthermore, our industry conserves by using more efficient plant equipment. Ten years ago, we pledged to EPA to reduce the water and energy we need to clean a pound of laundry by 10 percent. We achieved 28 percent and 14 percent drops, respectively.

More industries should publicize their conservation success. Not to show off, but to lead consumers by example. For instance, in our business, it is a science to build the largest wash loads possible. It is a big job. But we do it, because it makes efficient use of resources. In home laundering, the stakes are high, too. Washing full loads saves a family of four more than 3,400 gallons of water each year, the EPA estimates.

Postponing washing clothes at home until there are enough to build a full load can be inconvenient. "Going green" is rarely easy. In the long run, though, at work or home, it helps save the planet and our money.

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Businesses should do more for environment

By DAVID S. SHAPIRO

Guest column

What is good for the environment is bad for business. What is good for business is bad for the environment. At least those are the prevailing arguments.

An Associated Press/Stanford University poll found that 65 percent of Americans felt that U.S. companies harmed the planet at least "moderately." Some 44 percent of respondents disapproved of businesses' ha[illegible] of emi[illegible]

helped reduce solid waste for years. Our industry rents and launders cloth products (with pickup/delivery service) that help keep businesses clean and neat. For example, grocery stores use our towels in meat, produce, and bakery areas; restaurants, in kitchens and di[illegible]poms. Th[illegible]ting [illegible]ers with [illegible]d up in [illegible]esses, [illegible] in [illegible]and [illegible]rms [illegible] do [illegible]d-

Agency (EPA), clothes washers account for almost 22 percent of home water use.

Furthermore, we are conserving by using more efficient plant equipment. Ten years ago, we pledged to EPA to reduce the water and energy we need to clean a pound of laundry by 10 percent. We achieved 28 and 14 percent drops, respectively.

More industries should follow our lead and publicize their conservation success. Not to show off, but to lead consumers by example.

Postponing washing clothes at home until there are enough to build a full load can be inconvenient. But as we have seen in our business, "going green" is rarely easy. In the long run, though, at work or home, it helps save the planet and our money.

David S. Shapiro is vice president, Walker Towel and Uniform Service, Inc., Kansas City, Mo.

Arizona Daily Star
SERVING TUCSON SINCE 1877 · MONDAY, OCTOBER 5, 2009 · REACHING 238,700 READERS WEEKDAYS

GUEST OPINION

Going green a sound business policy

By Mitch Cummins
SPECIAL TO THE ARIZONA DAILY STAR

More companies are making a strong case that they are "green." It seems that every manufacturer is talking about how its processes and products are preserving our planet. You would think that business in general would have a better public image because of this. But people don't seem convinced.

Ask the public about the relationship between business and the environment and the two are always portrayed at odds. What is good for the environment is seen as bad for business. What is good for business is supposedly bad for the environment. In public debate after debate, executives are perceived as wishing to avoid spending to protect the environment, because this reduces their companies' profits.

Perhaps people have a general distrust of advertising. But I believe there's a bigger reason they don't believe. They simply don't understand that doing right by the environment is a sound business strategy. Resource conservation has always been a priority for companies, but historically, they have done a terrible job of publicizing this.

An Associated Press/Stanford University poll found that 65 percent of Americans felt that U.S. businesses harmed the environment at least "moderately." Some 44 percent of respondents said they disapproved of the way businesses handled issues involving the environment. Only 7 percent said business helped the environment "a lot" or "greatly"; 62 percent characterized this support as little to none.

It is time these perceptions change. Every executive I know wants to reduce corporate energy and water usage costs so those dollars can be used to grow the business. And everyone wants a clean, safe community in which to live and work.

All businesses must become more efficient in their use of water and energy. They must examine the wide-ranging impacts of their production on the environment. If they don't, their expenses will rise dramatically. They need to cut operating costs and invest those monies in new opportunities to increase competitiveness.

This is nothing new. It's fundamental to a free-market economy. What's new is "green marketing," which needs to improve its credibility. To do this, instead of just pointing out why they are green, companies should lead consumers by example. They should model best environmental practices the public can adopt.

Mitch Cummins is the general manager for Prudential Overall Supply in Tucson.

For instance, in our business, commercial laundry, it is a science to build the largest wash loads possible. It is a big job to match fabrics, colors, types of goods, etc. But we do it, because it makes efficient use of resources. In home laundering, these stakes are high, too. EPA estimates that washing full loads saves a family of four more than 3,400 gallons of water each year.

Postponing washing clothes at home until there are enough to build a full load can be inconvenient. But as we have seen in our business, "going green" is rarely easy. In the long run, though, at work or home, it helps save the planet and our money.

Write to Mitch Cummins at mitchc@pos-clean.com

Omaha World-Herald TUESDAY, SEPTEMBER 22, 2009

OPINION

TERRY KROEGER, Publisher
GETTNER SIMMONS, Editorial Page Editor

4B OMAHA DAILY HERALD FOUNDED 1865 OMAHA DAILY WORLD FOUNDED BY GILBERT M. HITCHCOCK, 1885 OMAHA WORLD-HERALD FIRST PUBLISHED JULY 1

Conservation makes environmental, economic sense

BY MARK GOLDSTROM

The writer, of Omaha, is CEO of Ameritex Services.

Businesses have often been perceived as not really wanting to invest in environmental protection. Their true desire to curb emissions and conserve resources has been questioned.

But I have never met an executive who felt entitled to an unlimited supply of energy or water. Or believed in a God-given right to generate excessive waste.

Quite the contrary. In a free-market economy, doing right by the environment has always been a sound economic strategy.

First, it has been a matter of business-cost control. Reducing the need for supplies (i.e., curbing use of natural resources) has sparked business growth and helped meet other expenses. It makes business sense: Cut operating costs and invest that money in new opportunities to increase competitiveness.

Second, operating as cleanly as possible has always made for outstanding community and employee relations.

Then why all the "green" promotion? Because a huge portion of the population still does not recognize that our economy has long driven businesses to become cleaner and more efficient.

Many people still insist that government needs to intervene. According to an ABC/Planet Green/Stanford University poll, 43 percent of Americans feel that additional regulation would do the best job of reducing greenhouse gas emissions.

In an Associated Press/Stanford University poll, only 7 percent of respondents said business helped the environment "a lot" or "greatly"; 62 percent characterized this support as little to none.

Companies should try harder — and even work with competitors. In the business d co re La a

LaundryESP is a partnership of the Textile Rental Services Association of America (TRSA) and the federal Environmental Protection Agency. When LaundryESP began in 1999, the industry pledged to reduce both the water and energy needed to clean a pound of laundry by 10 percent. We achieved 28 and 14 percent drops, respectively.

We also decreased our wastewater pollutant volume to sewers by 43 percent and reduced greenhouse gas emissions 15 percent. And we increased our environmentally friendly

uses one-third the amount of water of conventional commercial washing machines. This curbs not only our water use but also reduces our need for natural gas and our discharges to the public sewer system.

Also, our heat exchange system enables us to apply the heat from our wastewater to our incoming city water. This significantly reduces our use of natural gas.

No law required us to make these investments. We invest in more efficient equipment as a matter of economic survival.

Consumers can conserve voluntarily, too, in the way you According to

use almost as much w a full load. Washing f saves a family of four 3,400 gallons of water the EPA says.

More industries sh amine their resource internal practices to if consumers can ado some manner.

It is said that peopl sponsibility at home to their work and oth relationships. For the our planet and econo sometimes it needs to other way around.

Midlands Voices es the views of the write necessarily the editor of The World-Herald.

Billings Gazette

SATURDAY, SEPTEMBER 26, 2009

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LOCAL EDITION

GUEST OPINION

Industry proves cleaning right way conserves energy

By SCOTT MILLER

Doing right by the environment can be a sound business strategy. Every business executive I know wants to reduce his energy and water usage costs so those dollars can be used to grow the business. From a personal perspective, every business executive out there wants a clean, safe community in which to raise a family.

Local businesses recognize they are the economic engine that provides our employment base. They have a vested interest in environmental stewardship because they want to attract talented workers. They can only accomplish this if they do their part for the environment where they work and live.

This is nothing new. For example, the textile rental industry, in which I work, has reduced solid waste for years. We rent cloth napkins and towels and other reusable textiles and then provide the commercial laundry service. Our textiles are long-lasting alternatives to

use of environmentally friendly wash chemicals, such as peroxide bleach (a substitute for chlorine), up 45 percent.

Every business needs to become more efficient in its use of water and energy. All must examine the wide-ranging impacts of their production on the environment. It makes business sense — cut operating costs and invest those monies in new opportunities to increase competitiveness.

In undertaking this exercise, more businesses need to publicize their achievements and lead by example — not to aggrandize the industry, but to apply best environmental practices which the public can often also adopt.

For example, in our industry, we do small, special loads when a customer needs a few goods washed immediately. Normally, we would use a small machine for such a job. But all of our "pony" washers might be busy at the time. Still, we can accommodate this request with one of our newer washers that use sensors to fill the machine with