



NEWS RELEASE

Wisconsin Department of Natural Resources
101 S Webster, PO Box 7921, Madison, WI 53707
Phone: (608) 266-6790 TDD: (608) 267-6897
dnr.wi.gov www.wisconsin.gov

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CONTACT: Mark McDermid, DNR, 608/267-3125
Nancy Kane, Serigraph Inc., 262-335-7343
SUBJECT: **Serigraph gains flexibility through move to Green Tier's Tier 2**

WEST BEND – Serigraph Inc. gained regulatory flexibility today in exchange for a commitment to superior environmental performance. At a ceremony at its West Bend headquarters, Serigraph and Wisconsin Department of Natural Resources officials signed a Green Tier Contract.

This contract allows for a special type of permit – one that covers the whole facility, rather than separate permits for each line. This Plantwide Applicable Limit (PAL) allows Serigraph to make changes within its participating facilities without having to get new permits. They will be able to more quickly retool and reconfigure for specific jobs. The contract also provides for significantly streamlined reporting.

“Serigraph continues to demonstrate their environmental, economic and community leadership,” said DNR Secretary Cathy Stepp. “This contract is a clear indication of our commitment to secure superior performance and assist our businesses.”

Serigraph is a full-service printing, molding and custom graphics company that specializes in decorative, functional, and brand identity solutions for customers in appliance, automotive, consumer, medical, electronics, industrial and point-of-purchase markets. Serigraph has been a Green Tier participant at the Tier 1 level for five years.

In that time Serigraph has made significant environmental strides. It has reduced energy consumption from 18 million kilowatt hours to 14 million kilowatt hours. It has reduced hazardous waste by more than two-thirds – going from over 77 thousand pounds to just over 23 thousand pounds of hazardous waste. And Serigraph has achieved a 25 percent reduction in Volatile Organic Compound (VOC) emissions and a 32 percent reduction in hazardous air pollutants.

“This Tier 2 contract proves that the environment and the economy can move forward together. The environment wins because we have agreed to ambitious emission reductions, and the economy wins because the company will be subjected to less micro-regulation,” said Sean Torinus, Serigraph CEO.

Serigraph will maintain their ongoing support of natural habitat at their plant site for carbon sequestration and sustainable land management. Serigraph will continue to explore ways to reduce emissions by using more aqueous-based products and processes. They will also strive to create less waste, consume less energy and conserve more water. Serigraph has maintained an effective environmental management system (EMS) and is certified under the international standard for environmental management systems.

As a Tier 2 participant, Serigraph will also routinely engage their stakeholders. Stakeholders will include neighbors, employees, customers and suppliers. Their efforts will be designed to gain insights that could help improve environmental and economic performance and assure transparency for their work as a part of the Green Tier program.

Green Tier was signed into law in 2004 to encourage a collaborative approach to environmental performance between the DNR and Wisconsin businesses, local governments and other organizations. As part of Green Tier, participants voluntarily commit to reducing their environmental footprint by developing proactive management strategies. These plans act as a roadmap, presenting organizations the opportunity to adopt new technologies and practices to continually improve their environmental performance.

In exchange for a commitment to superior environmental performance, the department can grant benefits to participants including a single point of contact with the department for easier communications, the use of the Green Tier logo in marketing, and annual public recognition of participation. Tier 2 participants may also negotiate regulatory flexibility proportional to their environmental commitments.

For more information on Green Tier and Serigraph’s involvement, visit DNR’s Green Tier web page at <http://dnr.wi.gov/org/caer/cea/environmental/participants/serigraph/index.htm>