

## **2013 Green Tier Annual Report**

### **Executive Summary**

Menasha Packaging Company, a subsidiary of Menasha Corporation headquartered in Neenah, WI, specializes in creating high-end graphic packaging and merchandising products for retail, food, and pharmaceutical applications. Menasha was accepted into the Green Tier program in 2011 and by the end of 2012 had a functionally equivalent EMS in place conforming to Wis.Stats. §299.83(1)(dg) at four facilities - Neenah Plant, Midwest Fulfillment Center (Neenah), Hartford Plant and Green Lake Plant.

Menasha has earned a “Green Masters” designation by the WI Sustainable Business Council for its superior sustainability performance in 2011, 2012 and 2013. For additional information about Menasha and its environmental performance, please visit [www.menasha.com/Sustainability](http://www.menasha.com/Sustainability). A copy of our 2012-2013 Annual Corporate Responsibility Report has also been attached for additional detail, including information on our 20/20 Vision (corporate goal of reducing CO2 emissions and water consumption by 20% by the year 2020).

### **EMS Audit Report**

On November 1, 2013 our EHS team performed an internal audit reviewing the Green Tier Program files in accordance with program procedures. Findings are documented in Attachment A. The audit confirmed that the EMS is working and management is satisfied with the report and the progress being made in maintaining the program procedures. A review of aspects and impacts is scheduled to be completed and reviewed by management by April 30, 2014.

### **Description of Progress**

Menasha is currently in a period of significant sales growth. This has caused the number of man hours worked and total production to increase significantly at each of the locations included in this report. We also closed our Green Lake Plant in 2013 which has caused production volumes to increase at the other facilities. We will no longer be reporting progress at Green Lake moving forward. Our Hartford Plant experienced a building expansion in 2013 and new equipment has been added to all

locations. Environmental performance is reviewed in more detail below, but should be evaluated with this backdrop in mind.

## Environmental Performance by Location

Details of our 2013 environmental performance by location are found below including 2014 goals. When looking at these plants collectively, including our satellite warehouses and office space, kWh/MSF decreased by 2.9% and gallons/MSF decreased by 19.6%. A further description of the activities that occurred at each location to drive improvement are also described below.

### NEENAH PLANT

The Neenah Plant pursued a number of behavior based energy improvement initiatives in 2013 including developing improved weekend shutdown procedures, lowering idle boiler pressures during non-production periods, reducing overall boiler operating pressures and conducting semi-annual compressed air leak audits.

In 2014, the Neenah Plant will be focused on improved air compressor efficiency, recycling of tooling, enhancing the heat recovery system to better serve the loading dock area of the plant and increasing the overall rate of recycling.

- 1.1 OBJECTIVE: Electrical consumption  
2013 TARGET: 2% reduction  
2013 PERFORMANCE COMPARED TO 2012:
  - 8.0% increase in MSF produced
  - 8.6% increase in total kWh
  - 0.6% increase in kWh/MSF2014 TARGET: Flat to 2013 (absolute)
  
- 1.2 OBJECTIVE: Natural gas consumption  
2013 TARGET: Maintain 2012 consumption  
2013 PERFORMANCE COMPARED TO 2012:
  - 8.0% increase in MSF produced
  - 14.8% increase in total therms
  - 6.4% increase in therms/MSF2014 TARGET: Flat to 2013 (absolute)
  
- 1.3 OBJECTIVE: Water consumption  
2013 TARGET: Maintain 2012 consumption  
2013 PERFORMANCE COMPARED TO 2012:
  - 8.0% increase in MSF produced
  - 11.7% decrease in total gallons
  - 18.3% decrease in gallons/MSF2014 TARGET: 5% reduction to 2013 (absolute)

- 1.4 OBJECTIVE: Landfill waste reduction  
2013 TARGET: Identify and gather data on current waste streams to set a 2013 baseline. Reduction goal will be established for 2014.  
2013 PERFORMANCE COMPARED TO 2012:  
All waste streams have been identified and data collection has been started. 2013 will become our baseline year and goals will be set when baseline data is fully collected.  
2014 TARGET: Finish data collection and increase diversion from landfill by .5%

#### MIDWEST FULFILLMENT CENTER (Neenah)

The Midwest Fulfillment Center (MFC) made significant strides in the amount of materials they were able to recycle or reuse in 2013 including wood pallets, plastic stretch wrap and strapping. Some lighting was upgraded to LED and light banks were put on individual switches to lower electricity use. The overall temperature of the facility was also lowered to reduce natural gas consumption.

In 2014, MFC will be focused on adding motion sensors in the office areas, improving heating efficiency in the warehouse area and conducting an off hours energy audit to improve shut down procedures.

- 1.1 OBJECTIVE: Electrical consumption  
2013 TARGET: 2% reduction  
2013 PERFORMANCE COMPARED TO 2012:  
3.3% increase in total man hours  
0.1% increase in total kWh  
3.1% decrease in kWh/man hour  
2014 TARGET: Hold kWh increase to 5% (absolute)
- 1.2 OBJECTIVE: Natural gas consumption  
2013 TARGET: Maintain 2012 consumption  
2013 PERFORMANCE COMPARED TO 2012:  
3.3% increase in total man hours  
32.9% increase in total therms  
28.6% increase in therms/man hour  
2014 TARGET: Flat to 2013 (absolute)
- 1.3 OBJECTIVE: Landfill waste reduction  
2013 TARGET: Identify and gather data on current waste streams to set a 2013 baseline. Reduction goal will be established for 2014.  
2013 PERFORMANCE COMPARED TO 2012:  
All waste streams have been identified and data collection has been started. 2013 will become our baseline year and goals will be set when baseline data is fully collected.  
2014 TARGET: TBD

## HARTFORD PLANT

The Hartford Plant added motion sensors in the common areas and conducted an energy audit using infrared technology. A number of recycling activities are ongoing including wood pallets, banding and tooling. Boiler efficiency was improved by shutting down during non-production periods.

In 2014, Hartford will continue to investigate the validity of adding a heat recovery system to reuse waste heat from the production process to heat the plant during the winter months. They will also conduct an off hours energy audit to improve shut down procedures and continue to work to improve the efficiency of the compressed air system.

- 1.1 OBJECTIVE: Electrical consumption  
2013 TARGET: Maintain 2012 consumption  
2013 PERFORMANCE COMPARED TO 2012:
  - 12.1% increase in MSF produced
  - 4.6% increase in total kWh
  - 6.6% decrease in kWh/MSF2014 TARGET: 5% decrease to 2013 (per MSF)
- 1.2 OBJECTIVE: Natural gas consumption  
2013 TARGET: Maintain 2012 consumption  
2013 PERFORMANCE COMPARED TO 2012:
  - 12.1% increase in MSF produced
  - 19.1% increase in total therms
  - 6.2% increase in therms/MSF2014 TARGET: Hold therm increase to 5% (absolute)
- 1.3 OBJECTIVE: Water consumption  
2013 TARGET: Maintain 2012 consumption  
2013 PERFORMANCE COMPARED TO 2012:
  - 12.1% increase in MSF produced
  - 15.7% decrease in total gallons
  - 24.8% decrease in gallons/MSF2014 TARGET: Flat to 2013 (absolute)
- 1.4 OBJECTIVE: Landfill waste reduction  
2013 TARGET: Identify and gather data on current waste streams to set a 2013 baseline. Reduction goal will be established for 2014.  
2013 PERFORMANCE COMPARED TO 2012:  
All waste streams have been identified and data collection has been started. 2013 will become our baseline year and goals will be set when baseline data is fully collected.  
2014 TARGET: Finish data collection and increase diversion from landfill by .5%

## **Transportation**

As part of continued freight optimization and cost reduction initiatives, the Wisconsin corrugated manufacturing plants opened a new warehouse in the Milwaukee area to service customers in southern Wisconsin. Instead of moving finished goods to our central warehouse in Neenah only to be shipped south to our customers, the materials will now always be moving in the direction of the customer. The new warehouse has benefits both financially and environmentally, as overall freight hours are significantly reduced.

## **Supply Chain**

Menasha has introduced a new supplier and supply chain management process. As part of this process, we are able to record and track several aspects of our supply chain, including the environmental performance and safety, environmental and quality certifications of our suppliers. This process allows us to better have the most current information available and accessible to procurement, quality, and management.

## **Stakeholder Involvement**

Menasha Corporation and its two subsidiaries, Menasha Packaging Company and Orbis Corporation, partnered with Cool Choices in 2013 to conduct a sustainability-focused employee engagement game across the corporation's 4,000 employees. Cool Choices is a nonprofit that helps businesses become more sustainable by encouraging and rewarding individual employee sustainable practices at home, at work and in the community through a simple online card game. Menasha Corporation was Cool Choices' first manufacturing partner. In June 2013 Menasha launched the eight-week game across 45 facilities with significant results in energy savings, water use reduction, carbon savings, and cost savings.

## ATTACHMENT A

### Annual Review of Green Tier Program for Neenah, Hartford and MFC

Section 1)     **Environmental Policy** – No change to section description. The policy itself needs to be reviewed where it describes submission of monthly EHS reports to corporate. This is not always done and should be reviewed by the EHS Steering Team for possible revision.

Section 2)     **Environmental Aspects** – No change to section description. Each location needs to review their Aspects and Impacts list for changes. Plant teams need to complete by March 31.

Section 3)     **Legal and Other Requirements** – No change to section description. The attachment that describes the General Facility Exposure should be reviewed by the EHS Steering Team for possible revision.

Section 4)     **Objectives and Targets** – No change to section description. An Objective and Target Management Form was never developed. Keith will arrange a separate meeting for this with Rick and Cory. Target completion date is December 15.

Section 5)     **Environmental Management Systems** – No change to section description.

Section 6)     **Structure and Responsibility** – No change to section description.

Section 7)     **Training, Awareness and Competence** – No change to section description. In addition to current training, Green Tier General Training is being developed within Safety Matters for 2014 use.

Section 8)     **Communication** – Communication Monitors (TV's) have been added at many plant locations and should be added to the section description. This will be added to individual plans by the plant EHS coordinators. In addition, we should develop a log of regulatory visits that rolls up at a corporate level. This should be developed by the EHS Steering Team.

Section 9)     **Non-conformance, Corrective and Preventative Action** – No change to section description.

Section 10)    **Emergency Preparedness and Response** – No change to section description.

Section 11)    **Environmental Records** – No change to section description.

Section 12)    **Document Control** – No change to section description. The EHS Steering Team needs to discuss ways to strengthen document security, i.e., “controlled copies”. This should be done with the assistance of an IT person with a target date of July 30, 2014.

Section 13)    **Operational Control** – No change to section description. Information is currently tracked, but is often on paper or in files. The team will look at methods of electronic tracking so information is real time.



Section 14) **Monitoring and Measurement** – No change to section description.

Section 15) **EMS Documentation** – No change to section description.

Section 16) **EMS Audit** – No change to section description. Upon review, we eliminated most of the forms in the Appendix of section 16 as duplications of other parts of the program. All audits will now be tracked by using the EMS Audit Program Form.

Section 17) **Management Review** – The section description was changed to eliminate attendance by the Quality Manager, but to include the Complex Operations Manager. The annual Management Review meeting will be held in March 2014.



2012 - 2013  
MENASHA  
**FORWARD**  
CORPORATE  
**RESPONSIBILITY**  
REPORT



The **power** behind possible™

## OUR MISSION

We help our customers protect, move and promote their products better than anyone else.

## OUR VISION

Menasha Corporation is the essential partner and the first choice for our customers' packaging and promotional requirements.

- Our businesses collaborate to offer customers unbiased paper and plastic packaging solutions that deliver compelling value.
- Our employees thoroughly understand our customers' businesses and develop innovative offerings that anticipate their needs.
- Our people, products and services make a positive difference for our customers and in the communities where we live and work by respecting and protecting the environment.
- Our commitments to growth, operational excellence and a diverse workforce enable us to attract and retain the best employees.
- Menasha provides superior returns, resulting in a meaningful investment for current and future generations of shareholders.

We are a family-owned company that embraces the core values that have been our foundation since 1849.

## OUR VALUES

**Meet our commitments**

**Excellence in servicing our customers**

**Neighborhood involvement and improvement**

**Ability to see and embrace change to continually improve**

**Sincerity, candor and teamwork in everything we do**

**Honesty, integrity and respect at the highest level**

**Accountability to customers, employees, communities and shareholders**



*Menasha Forward is Menasha Corporation's identifying logo that is used to help internal and external stakeholders easily recognize our programs and activities that support our sustainability efforts.*

# SUSTAINABILITY STATEMENT

## Sustained by our Values

As a family-owned company founded in 1849, Menasha Corporation has always been committed to good corporate citizenship. Our core values of Integrity, Excellence, Teamwork and Communities, coupled with our passion for innovation, enable us to make lasting favorable economic, environmental and social impacts.

### Integrity

Create a safe, healthy and environmentally friendly work environment in which our employees take pride.

### Excellence

Use Lean and Six Sigma principles to foster a culture of continuous improvement by removing waste in all areas of our business.

### Teamwork

Engage employees, suppliers and customers to proactively develop innovative products and processes that are respectful of the environment.

### Communities

Strengthen communities through employee volunteerism, corporate philanthropy and socially responsible business activities.

Menasha Corporation's commitment to sustainability has helped position us as an industry leader. We are striving to continue building on this legacy for generations to come.

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Menasha Corporation follows a three-tiered approach to sustainability:

**ECONOMIC VALUE**

**ENVIRONMENTAL STEWARDSHIP**

**SOCIAL RESPONSIBILITY**

## ABOUT THIS REPORT

This is Menasha Corporation's third annual publication reporting on our sustainability and corporate responsibility activities. Our reporting continues to be guided using the framework of the Global Reporting Initiative (GRI), a third-party organization that encourages companies to report on their economic, environmental and social performance in a way that is both transparent and accountable.

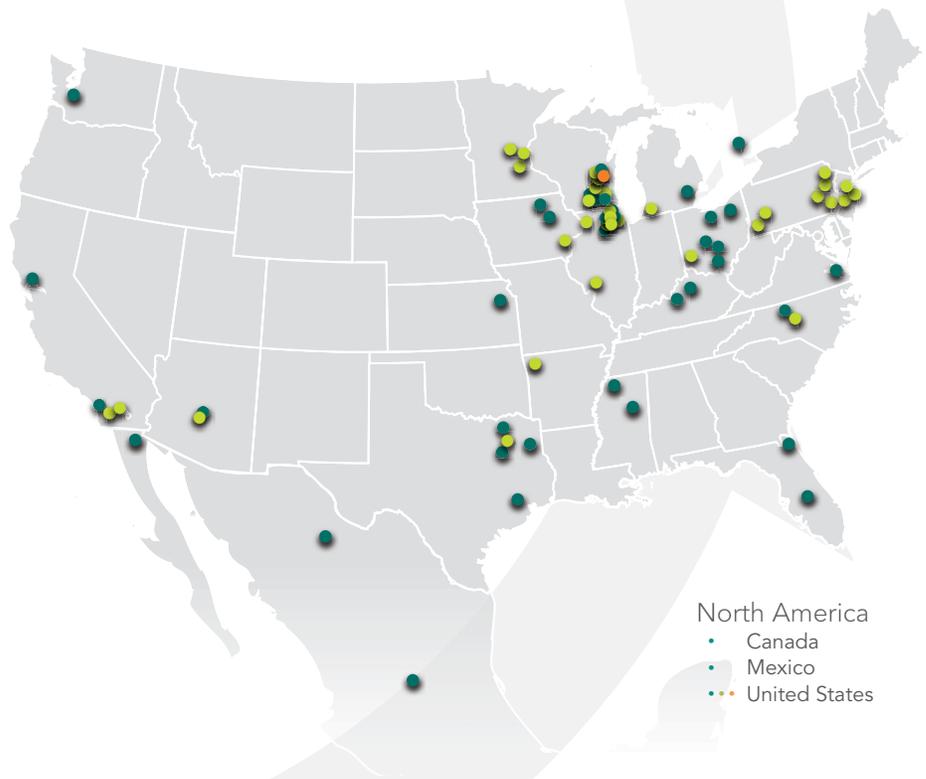
This report contains data and activities that cover calendar year 2012 along with references and highlights of 2013 activities for Menasha Corporation and our two business units: Menasha Packaging Company and ORBIS Corporation.

# ABOUT MENASHA CORPORATION

Headquartered in Neenah, Wis., Menasha Corporation is a leading corrugated and plastic packaging manufacturer and supply chain solutions provider. Menasha Corporation is composed of two companies: Menasha Packaging Company and ORBIS Corporation. Together our companies manufacture products and provide services that are used by major food, beverage, consumer products, healthcare, pharmaceutical, industrial and automotive companies.

Established in 1849, Menasha Corporation is one of America's oldest privately held, family-owned manufacturing companies.

**Number of Employees:** approx. 4,000  
**Number of Facilities:** 75



- Menasha Corporation
- Menasha Packaging Company
- ORBIS Corporation

# ABOUT OUR COMPANIES

## MENASHA PACKAGING COMPANY

As the nation's largest independent, retail-focused corrugated packaging and merchandising solutions provider, Menasha Packaging designs, prints and produces high-end graphic packaging, displays and merchandising products, and provides pack-out and fulfillment services.

Number of Locations: 41  
Number of Employees: 2,400



Powered by Menasha Corporation



## ORBIS CORPORATION

ORBIS Corporation is North America's largest reusable packaging company that drives end-to-end supply chain efficiency through reduced waste and added operational efficiency. ORBIS produces plastic, reusable containers, pallets, protective interiors and waste and recycling bins, and provides reusable packaging management services.

Number of Locations: 39  
Number of Employees: 1,600



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# MESSAGE FROM OUR CEO

Together with employees from across our organization, I am pleased to present Menasha Corporation's latest annual Corporate Responsibility Report. Previously called our Sustainability Report, this publication shows how we operate as a company and what we consider to be important elements of our economic, environmental and social business practices.

Menasha Corporation is a company rooted in family values and committed to doing the right thing. We embrace this value system and know it is one of the reasons Menasha Corporation has sustained itself for over 160 years. We are able to blend the experience and strength of a century-old company with the energy and innovation of a start-up because we reward progress and creative solutions, and customers trust the commitments we make.

The tenets of a responsible company—one that builds economic value, practices environmental stewardship and cares for its employees and communities—are fundamental to who we are and can be seen across numerous actions we take as a company. For example, we invest in people and processes that raise the bar on innovation, which results in new products and services that deliver efficient, sustainable solutions to our customers. Recent successes include a group of unique, patented packaging products we developed that reduces a customer's labor costs and improves its retail sales, and a new, returnable tray designed to streamline a customer's product shipments from distribution centers to retail stores.

We also continue to diligently focus on our commitment to our 20/20 Vision of reducing carbon emissions and water consumption by the year 2020 and have launched an internal sustainability challenge in 2013 designed to encourage sustainable behavior throughout our company.

Another noteworthy action that supports our obligation to operate responsibly includes our steadfast commitment to ensuring a safe and healthy work environment. For the last nine consecutive years, our corporation's Total Recordable Incident Rate (TRIR), which is a measure of the rate of recordable workplace injuries, has been lower than the industry average. We relentlessly reinforce safety management and training programs across our company and commit ourselves to keeping one another safe at all times in order to maintain an injury-free work environment.

Our approach to corporate responsibility and our ambitions and character as a business are based on our long-held values and the premise that a company is much more than the products and services it produces and sells. Thanks to the efforts of many, this report affirms our encompassing efforts to do the right thing and highlights our ongoing commitments in our continuing journey of corporate responsibility.



A handwritten signature in black ink that reads "Jim Kotek".

**Jim Kotek**  
President and  
Chief Executive Officer  
Menasha Corporation

# OUR REPORT CARD

Category	Goal	2012 Progress
<b>Capital Projects</b>	By 2013, the company's triple bottom line capital evaluation tool to be fully implemented across the company for all major capital projects.	A triple bottom line capital evaluation tool is in use at Menasha Packaging Company; ORBIS Corporation is implementing use of the tool during 2013.
<b>Reporting</b>	Publish an annual sustainability report detailing overall company progress.	Menasha Corporation reports its sustainability activities and data annually in a published, corporate responsibility report.
<b>GHG Emissions</b>	20% absolute reduction in CO2 emissions (Scope 1 and 2) by 2020 using 2010 baseline.	Total emissions (Scope 1 and 2) increased 3.5% over 2011 and 8.9% from baseline 2010. While Scope 1 emissions have decreased in 2012 over 2011, Scope 2 emissions have risen in 2012 over 2011 due to increased sales and production.*
<b>Water Use</b>	20% absolute reduction in water use by 2020 using 2010 baseline.	Water use decreased 6.5% over 2011 and 9.8% from 2010.*
<b>Fiber Certification</b>	Maintain SFI® and/or FSC® certification for all paper-based products.	All Menasha Packaging facilities that have been part of our company prior to 2012 are SFI® certified. Companies acquired in 2012 are in the process of SFI certification. To date, 98% of Menasha Packaging plants are SFI® certified, and many are FSC® certified, depending on customer requirement.
<b>Recycled Resin</b>	Differentiate through the use of recyclable material in our plastic products.	We increased our use of recycled resin by 20% over 2011.
<b>Solid Waste</b>	Determine baseline and reduction plan for all locations starting in 2012 and integrate into 20/20 Vision.	Baseline and reduction plans are still in progress for all Menasha Corporation facilities.
<b>Supply Chain</b>	Include sustainability in supplier qualification and supplier management processes.	Revisions to supplier qualification and management processes are underway, which includes sustainability in every aspect.
<b>Safety</b>	Our ultimate goal is to have zero workplace accidents. We strive to be in the top 25% of the industries in which we operate.	Total company TRIR (Total Reportable Incident Rate) decreased from 4.54 in 2010, to 3.82 in 2011, to 2.90 in 2012.
<b>Philanthropy</b>	Measure and report on charitable giving at both the business unit level and from the Menasha Corporation Foundation.	Philanthropic dollars and endeavors are reported in a Menasha Corporation Foundation annual report for shareholders, and highlights are reported on Menasha Corporation's website.
<b>Employee Engagement</b>	Develop an action plan to increase employee engagement in sustainable activities.	Green Teams and site-specific goals established. A companywide, biannual employee engagement survey monitors awareness. A new, quarterly survey was established in 2013 to assist in tracking engagement. A partnership was established in 2013 with a nonprofit organization, Cool Choices, to engage employees in sustainability-focused decision-making activities.

\* Excludes data from late 2011 and 2012 for acquired companies. Data collection tools and processes are underway in 2013 for these facilities.

## GOVERNANCE

Corporate responsibility activities at Menasha Corporation, which include economic, environmental and social programs and processes, are led by senior executives, developed and managed by managers and directors in key functional areas and implemented by employees throughout our company. Our corporation's business and affairs are governed under the direction of our Board of Directors. The Governance and Nomination Committee of the Board, which oversees the governance of the Company and protects the interest of all stakeholders, is composed of five directors, three of whom are independent. The Committee establishes and maintains the standards for ethics, business practices and compliance. The governance framework adopted by the Board ensures the financial health of the company, eliminates duplication of effort and provides oversight of asset investment and operational decisions.

## BOARD OF DIRECTORS

Menasha Corporation's Board of Directors consists of three family members, five independent directors and one executive of the company. The Board meets five times a year and has three standing committees: Audit, Compensation and Leadership, and Governance and Nomination. The Chair of the Board is a family member and is not an executive of the Company.

### Menasha Corporation's Corporate Officers and Leadership:

L to R: Shannon Van Dyke, Vice President-Corporate Controller; Mike Waite, President, Menasha Packaging Company; Rick Fantini, Vice President-Human Resources; Lea Ann Hammen, Vice President-Treasurer; Evan Pritz, Vice President-Corporate Development; Jim Kotek, President and Chief Executive Officer; Kevin Head, Vice President-Tax and Assistant Treasurer; Tom Rettler, Senior Vice President and Chief Financial Officer; Mark Fogarty, Vice President, General Counsel and Corporate Secretary; Bill Ash, President, ORBIS Corporation.



## ETHICS & BUSINESS CONDUCT

A cornerstone of our culture is our reputation for ethical conduct. We understand that lasting success is built on integrity, and we are clear with our employees that we are committed to upholding the highest ethical standards in everything we do.

### Code of Ethics and Business Conduct Guide

Our Code of Ethics and Business Conduct guide addresses a number of important issues that could affect employees, ranging from workplace safety to conflicts of interest to proprietary information. The guide is provided to all employees and is available in both print and electronic form, and is accessible on our website. Employees are expected to exercise personal responsibility in upholding the standards of our Code. On an annual basis, employees are required to review the guide and affirm compliance with our Code of Ethics.



Menasha's **Code of Ethics and Business Conduct Guide** is available to all employees in both print and electronic form.

### Toll-Free Helpline

We encourage employees to report any concerns. One way they may raise concerns is through our 24-hour, toll-free number, where anonymous concerns may be reported.

As a family-owned company with a history that spans over 160 years, we know that our Code of Ethics and our corporate values are more than words on a poster or website. They guide us in making business decisions and shape our organization. Delivering financial success is only the beginning of our obligation. We owe it to all of our stakeholders to conduct business ethically and maintain the trust of our customers, employees and shareholders.

## EVALUATION TOOL INCORPORATES TRIPLE BOTTOM LINE PERSPECTIVE

Menasha Corporation uses a comprehensive capital project evaluation tool to evaluate new ideas from a triple-bottom-line perspective. The tool requires that all dimensions of a project, from safety, productivity and wellness to energy use, air quality and recycling, be considered in addition to the project's financial impact. We use this tool when evaluating projects and making financial decisions.

## RISK MANAGEMENT

Managing risk is an integral part of Menasha Corporation's operations and culture. At a high level, we identify, evaluate and monitor our business environment as well as the operational and financial risks pertaining to people, products, locations and general business. Our risk management process includes an annual assessment reviewed by our Board of Directors.

Our approach to risk management involves more than compliance. Risk management is not viewed as an isolated function. All employees and departments within our company understand the risks associated with the day-to-day decisions that are specific to a particular job or facility. It is part of our culture to be aware of our exposure to risk and to take initiative to mitigate risk. We do so through our procedures and policies, internal programs, audits, certifications, best practices and sound corporate governance.



We adhere to high quality, safety and performance standards for our products, and a majority of our operations are audited and certified by a variety of institutions and consortiums. Our efforts to ensure product excellence and continuous improvement underscore our commitment to take responsibility for our products and actions.



## PRODUCT RESPONSIBILITY

We place the utmost priority on manufacturing products and performing services responsibly, safely and in accordance with all disclosure and compliance requirements. We work closely with customers on the design, manufacture and performance of our products and services and involve them in key decisions. We employ quality control measures in all product manufacturing processes, and we strictly adhere to customer requirements for confidentiality and privacy. Further, by making our products ever more sustainable and by helping customers reduce their overall environmental impact, we continue to achieve an imperative for any company that hopes to set the agenda for a sustainably conscious future. Our products and services have changed and evolved over time, but our reputation for high performance and reliability is an asset that defines who we are and is built on our adherence to product responsibility.



Four Menasha Packaging plants have attained a leading global product safety and quality **BRC (British Retail Consortium) certification.**



Menasha Packaging PrePrint Group  
Neenah, Wisconsin  
June 14, 2013

Many Menasha facilities have received **AIB (American Institute of Baking) certification.** Each facility that passes the strict AIB audit inspection receives its own recognition document and “stamp of approval” as shown in this logo.

## ISO CERTIFICATION

The majority of ORBIS Corporation manufacturing plants are ISO 9001 certified. Rigorous internal and external audits take place at all locations to ensure continuous compliance.

Menasha Corporation's culture is grounded in operating in an ethical and responsible manner. This sense of responsibility includes environmental stewardship, which we know is critical to the long-term success and sustainability of our business and our customers' businesses. In addition to our processes that target manufacturing efficiencies and reductions in energy and waste, teams of employees throughout our company are dedicated to continuously improving our environmentally sustainable solutions.

## 20/20 VISION

Our environmental stewardship includes monitoring and reducing energy and water consumption in our processes and facilities. We established a goal to achieve a 20% absolute reduction in carbon emissions and water consumption by 2020 as part of our overall objective of respecting and protecting the environment for today and for future generations. Our baseline year is 2010.

## MENASHA CORPORATION 20/20 VISION

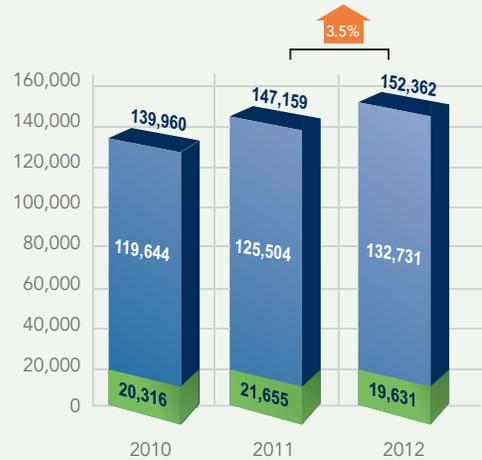
Metric	2020 Goal
Carbon Emissions (includes Scope 1 - natural gas, and Scope 2 - electricity)	20% absolute reduction
Water Consumption	20% absolute reduction

Baseline year: 2010

## ABSOLUTE GREENHOUSE GASES

(metric tons CO<sub>2</sub>)

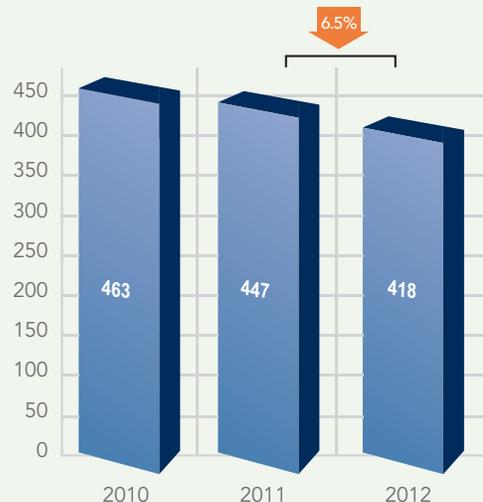
- Scope 1 emissions (natural gas)
- Scope 2 emissions (purchased electricity)



During 2012, our production levels increased at a rate significantly higher than the above 3.5% increase in Scope 1 and 2 emissions.

## WATER USE

(million gallons)



The 2012 6.5% reduction in water use occurred during a year when our production volume increased significantly.

## EMISSIONS & ELECTRICITY

We recognize that society and the environment can benefit from a proactive approach toward activities and behaviors that affect our climate. To help reduce our impact on our environment, we analyzed our carbon footprint—using the US EPA Climate Leaders Greenhouse Gas Inventory Protocol—and established goals to reduce our greenhouse gas (GHG) emissions (see page 10). We report our emissions to the Carbon Disclosure Project (CDP), an independent nonprofit holding the world's largest database of primary corporate climate change information. Emissions from our own operations fall into Scope 1 (direct emissions generated by production activities) and Scope 2 (indirect emissions from purchased electricity) categories.



**ORBIS Corporation** completed a lighting upgrade at its DeForest, Wis., plant that will save \$16,700 per year in electricity and save 208,800 kWh per year.

We understand that our production levels will impact our GHG emissions. In 2012, Menasha Corporation's overall production increased due to new product innovation as well as overall increased orders. The rise in production increased our Scope 2 emissions in 2012, resulting in an overall 3.5% increase in our 2012 CO<sub>2</sub> emissions over our 2011 emission levels. However, this increase in emissions was at a rate that was significantly lower than our increased level of production. We continuously work toward our reduction goals by exploring operational efficiencies, engaging teams of employees who are focused on sustainable actions, and supporting new initiatives and programs that will impact our goal.

One way we monitor and control our energy consumption is with energy-monitoring devices that provide data on peak energy usage. We use that data when exploring initiatives to improve energy use. In 2012, we reduced our energy consumption with energy-efficient upgrades to various lighting, HVAC units and air compressors. We also installed a number of new, high-efficiency presses in our operations. These upgrades have made a difference. In 2012, our ORBIS business achieved energy reductions of over 4 million annual kilowatt-hours due to such upgrades, representing over \$300,000 in annual savings.

**Menasha's Wind Turbines Support Environmental Sustainability** Our five, 20-kilowatt wind turbines installed in 2011 outside our corporate headquarters and our Menasha Packaging Neenah Plant in Neenah, Wis., continue to support the corporation's commitment to shift energy consumption to cleaner technologies.

### Optimizing Energy Cuts Costs

ORBIS Corporation's Rexdale, Ontario plant worked with EnerNOC, a provider of energy management applications, to participate in its DemandSMART-Ontario program. As a result, a customized operations plan was created to help plant management adjust production and equipment use during high peak times of energy usage in the region. During high peak usage, ORBIS is notified in advance and plant management is able to plan production or temporarily idle equipment to balance the load of available energy. These activities curtailed energy without interrupting the plant's 24/7 operation and saves the plant approximately \$11,000 per year.



## MENASHA'S ENVIRONMENTAL MANAGEMENT SYSTEM (EMS)

Our Environmental Management System, in the form of a Green Tier Program, has been instrumental at our Wisconsin Packaging plants in Hartford, Green Lake, and Neenah in increasing:

- Employee knowledge of recycling and waste management processes
- Our understanding of the environmental impact of material used to produce our products
- Management involvement in the environmental management program
- A focus on how environmental goals are set
- Communication to key stakeholders about our environmental programs

### GREEN TIER

Wisconsin's Green Tier program recognizes and rewards environmental performance and requires that participants have: a good environmental record; a willingness to exceed regulatory requirements; an environmental management system in place or be willing to adopt one; and ideas for improving performance that will benefit both business and the environment.



Our manufacturing plants, such as our **ORBIS plant in Canada**, are recognized for activities that reduce emissions.

## WASTE

Employees across our company recognize the importance of reducing waste and are committed to waste reduction activities that take shape in a number of ways. In our office settings, our environmental improvement activities include setting our printers to print double-sided as the default in order to reduce paper usage, eliminating water bottles and offering reusable cups, recycling old electronics, and providing recycled material waste bins. Our manufacturing plants reduce waste through a variety of programs and processes that include the Kaizen method of continuous incremental improvements, Value Stream Mapping to identify waste and reduce process cycle times, and Lean Transformation techniques. These programs help drive waste out of our processes through targeting specific material waste reduction activities, maximizing machine capabilities, improving plant layouts, improving press-line efficiencies, and altering tool changeover processes and shipping practices.



### Waste Removal System Improves Efficiencies and Safety

A waste removal system installed at our Folding Carton Group's packaging plant in Neenah, Wis., automatically bales waste by drawing scrap through tubes at the equipment and delivering it to a baler outside the building. The system eliminates the need for waste collection boxes throughout the plant, and the plant no longer needs to touch or transport its scrap; saving time, improving safety and reducing traffic throughout the plant.

Some **Menasha Packaging** facilities created customized waste containers to help employees with their recycling efforts.



## RECYCLING

Our commitment to recycling includes activities that range from recycling our manufacturing waste to using more recycled material in our offices and plants. A number of our locations, including the company's corporate headquarters and ORBIS' facility in Oconomowoc, Wis., provide employees with recycling bins to properly recycle paper and cans and have replaced plastic water bottles with water dispensers. In our manufacturing plants, we continuously explore innovative new ways to recycle products used in our production processes and many times are able to duplicate our success from one plant location to another. For example, our packaging plant in Chicago, Ill., created a successful die board recycling program (see sidebar on page 10) that is now implemented at our Lakeville, Minn., packaging complex. In 2012, our Lakeville complex, which includes a Lakeville, Minn., plant and Brooklyn Park, Minn., plant, recycled 17.94 tons of cutting dies.



Our **Menasha Packaging plant in Lakeville, Minn.**, recycled 17.94 tons of cutting dies in 2012. Left to right: Jeff Palluck, Scheduler, Menasha Packaging; Scott Johnson, Triangle Dies Sales Representative; Lee Benson, Operations Manager, Menasha Packaging; Ed Walker, Pre-Press Supervisor, Menasha Packaging.

## ZERO LANDFILL SUCCESS!

Obsolete dies get recycled; avoid landfill

Cutting dies used in many of Menasha Packaging's production processes are composed of wood, steel, rubber and in some cases, aluminum. This mix of material makes it very difficult to recycle the dies. However, employees at Menasha Packaging's Chicago, Ill., plant figured out how to recycle all of their obsolete dies, resulting in zero dies that are sent to a landfill and a cost savings of over 31% on discarding the dies. The Chicago plant works with a local material management company that picks up the obsolete dies, grinds them, and separates the wood, steel, rubber and aluminum. The local company sells the shredded wood for fuel pellet production, melts the steel and pours it into a reusable material and recycles the rubber and aluminum. Cutting dies are picked up twice per month from Menasha Packaging's Chicago plant; its first truckload of cutting dies shipped through this program consisted of 448 dies that were diverted from the landfill. This successful recycling arrangement has been shared with other Menasha plants that have access to similar third-party recycling organizations.



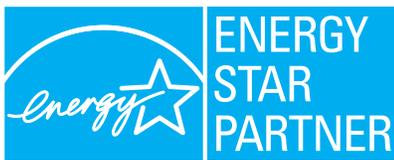
Obsolete rotary cutting dies are ready for the recycler.



Wood and rubber from cutting dies are ground into shreds and sold for fuel pellet production.

## HELPING EMPLOYEES MAKE COOL CHOICES

In 2013, we launched an eight-week companywide challenge to employees, encouraging environmentally sustainable actions through a game called Cool Choices. The game inspires and assists employees both at work and at home in making voluntary, lasting changes related to energy and water usage, transportation, waste management and food-waste recycling. With prizes and friendly competition, the game is one way Menasha Corporation is working to be a good steward of our environment and support our sustainability goals.



Our companies, **ORBIS Corporation and Menasha Packaging Company**, are ENERGY STAR® partners committed to protecting our climate through superior energy efficiency.



Menasha Corporation participates in the Carbon Disclosure Project (CDP).

## SUPPLY CHAIN

Every supplier to our company is a valued part of our work stream, and as such, we cannot accept poor practices from suppliers in any area: human rights and labor, diversity, quality, occupational health and safety or environmental responsibility. We provide suppliers our ethics policies and code of conduct, and reiterate the importance of ethics through process controls built into our supply chain bidding and overall evaluation processes. We also set forth qualifications and standards related to food-safety certifications and sustainability-related elements. We ensure that our high standards are met through our supplier contracts, periodic reviews of our suppliers, and continuous analysis of regulations and best practices.

**ORBIS Corporation** regularly evaluates its key suppliers to ensure that performance levels are maintained. Each month, ORBIS recognizes a supplier for its ability to meet promise dates and overall service and efforts to reduce waste in its various processes.

## FIBER CERTIFICATIONS

All Menasha Packaging facilities that have been part of our company prior to 2012 are SFI® certified, and our packaging facilities that were acquired in 2012 are in the process of achieving SFI® certification, resulting in 98.8% of Menasha Packaging paper being supplied from responsible fiber sources. A number of Menasha Packaging plants are also FSC® certified. The SFI, or Sustainable Forestry Initiative, is an independent organization that developed standards of forest certification that ensures forest sustainability. FSC, or Forest Stewardship Council, provides third-party certification ensuring that paper is derived from sustainably harvested forests, which is a renewable source.



## WATER

Water conservation efforts and reuse processes are part of our ongoing focus to reduce our water footprint. This includes enforcing behavioral changes in our work space through such activities as encouraging the use of reusable water bottles and installing new presses that use less water for washups. Our commitment to improved water management is supported by our 20/20 Vision to achieve 20% absolute reduction in water use by 2020 using a 2010 baseline (see page 10).

Other notable water conservation activities include the following:

- In 2012, Menasha Packaging's Coloma, Mich., plant reduced its water consumption by installing a closed-loop water chiller unit on its corrugator equipment. The unit collects hot water that is discharged from the equipment during normal processing, chills it and circulates the cooled water back through the system. The new chiller prevents over 6,000 gallons of water per day from emptying into the city drain and saves the company about \$10,000 per year in water costs.



### COLOMA SAVINGS

 6,000 gallons/day

 \$10,000/year

- A water usage reduction project at our ORBIS plant in Rexdale, Ontario, yielded a savings of 6.9 million gallons of water annually, with an estimated savings of \$122,000 and an approximate annual energy reduction of 953,000 kilowatt hours.

## MENASHA CORPORATION RECOGNIZED AS A LEADER OF SUSTAINABILITY PRACTICES FOR SECOND CONSECUTIVE YEAR

The Wisconsin Sustainable Business Council awarded Menasha Corporation its 2012 Green Master award for its actions related to energy, climate change, water, waste management, transportation, supply chain, community and educational outreach, workforce and governance. This is the second consecutive year that Menasha Corporation received the recognition that is awarded to companies in Wisconsin that are part of the Wisconsin Sustainable Business Council's Green Masters Program.



Morgan Wiswall (left), Purchasing Initiatives and Sustainability Manager at Menasha Corporation, accepts the 2012 Green Masters award from Tom Eggert, Executive Director, Wisconsin Sustainable Business Council.

## SAFETY

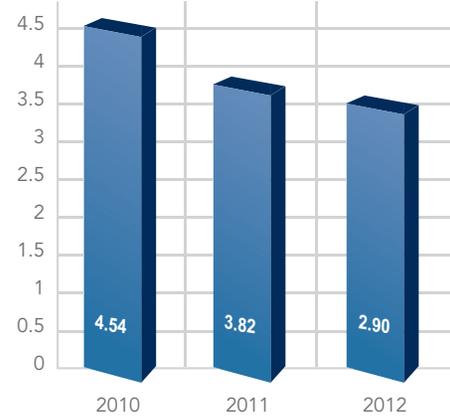
Safety is a high priority at Menasha Corporation. We view all accidents as preventable and have an ongoing strategy to systematically reduce the number of injuries and illnesses across the corporation. Our Environmental Health and Safety (EHS) department monitors and tracks safety performance within Menasha Corporation facilities using industry-standard OSHA metrics. We routinely inspect all of our locations to ensure compliance with environmental and safety regulations, and we empower our employees to work toward the goal of zero incidents.

Menasha Corporation's Total Recordable Incident Rate for our entire corporation combined continues to improve year over year, as shown in the chart to the right. Our total company TRIR (Total Reportable Incident Rate) decreased from 4.54 in 2010 to 2.90 in 2012. We gauge our safety success against the industry averages for each industry. Our Menasha Packaging business achieved a TRIR rate of 2.45 in 2010 compared to an industry average of 3.6, and in 2011, Menasha Packaging's TRIR dipped further to 2.34, compared to an unchanged industry rate of 3.6. In 2012, Menasha Packaging achieved a company record TRIR of 1.09 (industry averages for 2012 were not available at the time of publication).

Our ORBIS business dramatically improved its TRIR from 7.38 in 2010 to 5.65 in 2011. This compares to an industry TRIR average of 5.8 in 2010 and 6.0 in 2011. ORBIS' 2012 TRIR was 6.55, an increase over the previous year. We continue to promote safety prevention and address safety issues in all our businesses to ensure a safe and healthy working environment for all employees.

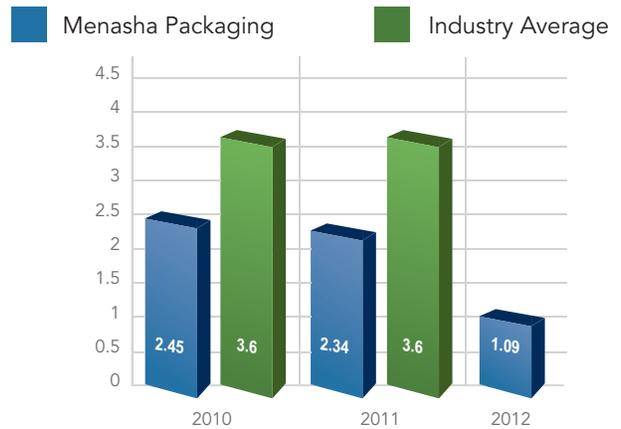
## MENASHA CORPORATION TRIR

(Total Recordable Incident Rate\*)



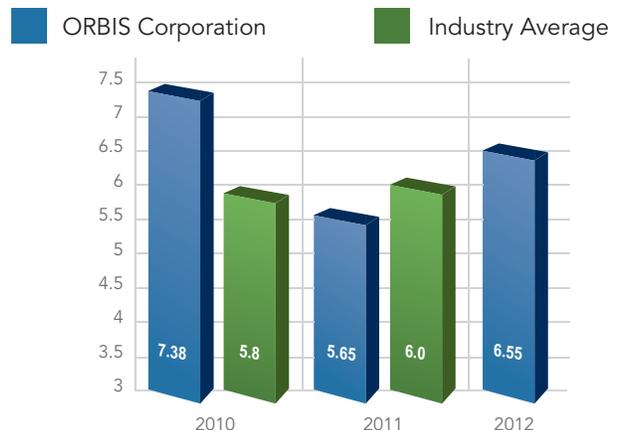
\*TRIR Per 100 Employees Per Year. Chart displays results for entire corporation.

## MENASHA PACKAGING TRIR



2012 industry average not available

## ORBIS CORPORATION TRIR



2012 industry average not available

## Safety Training

Employees receive mandatory training customized to each job function. Menasha Corporation also provides safety equipment to employees whose job requires such items, and we conduct leading-edge safety programs that stress the importance for every employee to go home injury free every day. Our programs include monthly online safety "tests" that employees take to gauge their understanding of a particular safety topic. Each Menasha Corporation business also has a hazard recognition program that prompts employees to report potential safety hazards.



Safe business practices and working environments are mandated at all **Menasha Corporation** facilities. We are not satisfied unless every employee returns home safely at the end of every workday.

## EMPLOYEE ENGAGEMENT & DEVELOPMENT

We recognize that talented, ethical employees, who take pride in their work and believe in our company, shape our success. Our company culture supports a total work experience that values employee ideas and contributions, promotes growth and development, and encourages wellness and community support. We actively analyze and refine our processes and programs that employees consider valuable and that help distinguish our company as a desirable place to work. By providing opportunities for employee development, empowerment and innovation, and elevating recognition and rewards for exemplary work, we continue to attract and retain a workforce that is committed to our ongoing success.

## MENASHA'S NEW SAFETY PROGRAM HELPS REDUCE POTENTIAL HAZARDS

Menasha Packaging rolled out a program in 2011, called Safety Snags, which proved to be a continued success in 2012. Safety Snags engages employees in identifying and reducing potential safety hazards. It works by encouraging employees to report anything that either is a safety issue or has the potential to become a problem. Employees fill out a simple form when they see a potential safety issue. All Safety Snags are investigated and addressed. During the first six months following the program's launch, 2,496 Safety Snags were reported. By the end of 2011, 4,189 Safety Snags were identified, and in 2012, a total of 4,941 Safety Snags were reported. Creating an environment of awareness and encouraging employees to spot potential hazards has helped reduce Menasha Packaging's incident rate annually from 2.45 in 2010 to 2.34 in 2011, down to 1.09 in 2012.



**Menasha Packaging's** Safety Snags program encourages employees to spot and report potential hazards.

## CONNECTING WITH EMPLOYEES A PRIORITY

With employees dispersed across North America, Europe and Asia, frequent and consistent communication keeps everyone informed of company strategies, news, activities and events.

Employee communication includes:

- An open-door policy that enables employees to bring concerns to superiors at any time
- Regular employee surveys to better understand what our employees think and want
- Regular employee meetings
- Video messages to help employees understand our company strategy, industry position and financial performance
- Onsite presentations throughout the year that enable employees to learn about company programs, products, services and technologies, and how they make an impact on our customers and communities
- A corporate intranet, updated regularly with fresh and useful information
- Social media pages on Facebook, Twitter, Google+ and LinkedIn
- Distribution of company material including our Code of Ethics and Business Conduct guide, Sustainability brochure, internal newsletters, employee survey results and Menasha Corporation Foundation annual report



2013 Employee Engagement Survey

### Employee Engagement Initiative

One way we gauge the effectiveness of our processes and programs is by listening to our employees. In 2011, we launched our first, biannual companywide Employee Engagement Survey. More than 80% of employees participated in the survey and provided valuable input on their workday experiences, areas of strength in the workplace environment as well as suggestions for improvement. In 2013, we created a supplemental, briefer employee survey, called the Menasha Pulse Survey, sent to randomly selected employees on a quarterly basis. The Menasha Pulse Survey is designed to provide management with more frequent and timely input in order to monitor the progress of initiatives and changes. Based on the insights gleaned from our Employee Engagement Initiative, our plants started a number of new programs or processes designed to improve employee satisfaction and efficiencies in the areas of communications, career opportunities, safety, benefits and more. The success of these newer programs, along with the effectiveness of existing processes, will continue to be monitored and evaluated in part through our annual and quarterly employee surveys.



We use videos to help communicate important company information to our sizable workforce.

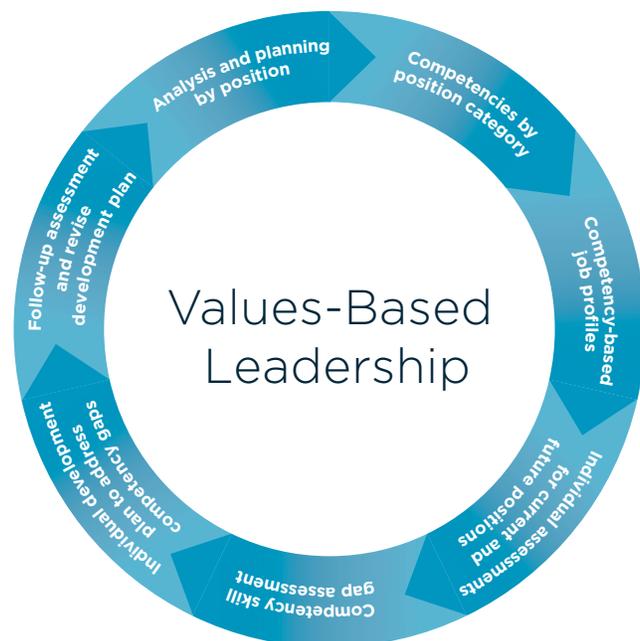
## TRAINING & EDUCATION

We strive to increase our employees' job satisfaction by helping them develop skills, find new challenges and advance their careers through a comprehensive range of resources and training. Employees sharpen skills and enhance capabilities with company-supported tools that include:

- Goal setting and performance-management system
- 360 assessments
- Online development resources such as Brainshark™, Mindtools™, Skillsoft® and Live Mocha™
- Free online courses
- College courses
- External development offerings funded by the company

## LEADERSHIP DEVELOPMENT

Cultivating leaders within our company is a top priority. To ensure a strong pipeline of talent at Menasha Corporation, our leadership development process includes learning opportunities that prepare employees to lead successfully at the personal, interpersonal, team and organizational levels. This type of developmental focus helps us create a flexible, high-performing organizational structure that benefits both individuals and the company.



Menasha Corporation's formal Leadership Development process helps to build the full potential of employees.

## LEAF TRAINING ENGAGES EMPLOYEES

Our LEAF (Learning to Engage & Achieve from the Floor) training program at ORBIS Corporation is a combination of educational curriculum and training that is offered through workshops, webinars and classroom sessions.

To complete the 12-week program, LEAF participants form teams and complete a business project that improves efficiency, reduces waste or saves costs. Typical projects have included warehouse organization, scrap reduction and first piece quality processes.

In 2012, more than 175 employees have graduated from the LEAF program, which has shown that engaged employees will exert the extra effort for the benefit of the team, driving improvements in many areas including overall safety, quality and retention.

ORBIS' success with the LEAF program supports the company's overall efforts to maximize employee retention and satisfaction and keep employees involved.

# LEAF



ORBIS Corporation employees who participated in a company educational curriculum and training program called ROOTS, which is tied to the LEAF program, became graduates of the 12-week course in 2013.

## CULTURE OF POSSIBILITIES

Menasha Corporation's activities and initiatives for attracting, retaining and engaging employees are part of an overall comprehensive and strategic corporate framework called Culture of Possibilities (COP). Our COP guide is structured into four areas: Employee Engagement, Talent Management, Leadership Development/Succession Planning, and Employee Recognition. All of our internal programs and functions ultimately support the overarching objectives of these four areas. By aligning our activities with our COP framework, we are ensured that our efforts prioritize hiring the best employees, contribute to meaningful job satisfaction and support an employee-centered work environment.



Menasha Corporation facilities located in the Fox Valley area of Wisconsin host an annual one-day health fair for employees and invite dozens of outside health and fitness vendors to set up tabletop displays explaining their products and services.

## DIVERSITY & HUMAN RIGHTS

We are committed to hiring and promoting employees based on talent and their contributions to the success of the business as well as to maintaining a workplace where all employees are included and engaged. We value a diverse environment where employees understand, respect and include each other. In addition to complying with U.S. Equal Employment Opportunity laws, Menasha Corporation complies with all other civil rights, human rights, environmental and labor laws.

## HEALTH & WELLNESS

Promoting the health and well-being of our employees is an integral part of our company culture. We reinforce personal responsibility as a key component, not only in career development but also in terms of well-being. We want employees to be actively engaged in managing their health today and in the future. In addition to our benefit plans, we promote preventative care through a variety of programs and special events that emphasize healthy lifestyle choices and encourage participation in healthy activities.

Some Menasha facilities offer employees 15-minute, onsite chair massages as part of their health and wellness offerings.



One way we encourage a healthy lifestyle is through a wellness benefit that reimburses up to half the cost of health club membership or other health-related activity, up to \$250 per year. Both full- and part-time salaried and nonunion hourly employees who work 30 or more hours per week are eligible for this wellness benefit.

## MENASHA CORPORATION FOUNDATION

The Menasha Corporation Foundation (MCF) was founded in 1953 to formalize and more fully support the company's commitment to enhance and improve the quality of life in communities where we do business and where our employees live and work. MCF supports nonprofit organizations in the United States that provide services focused on safe and healthy citizens, education, community improvement and cultural activities, and environmental sustainability. In 2012, we donated nearly \$400,000 to organizations supporting these efforts.

### Employee Program Giving

MCF supports the organizations and events that our employees find worthy of supporting through our Dollars for Doers and our Matching Gifts programs. We also support the educational goals of dependents of employees with our College Scholarship program. Donations toward our Employee Program Giving exceeded \$100,000 in 2012.



Through participating in Menasha Corporation's **Dollars for Doers** program, one Menasha employee received a welcome donation for her son's high school Powerlifting Club in 2012.

**Dollars for Doers** – MCF donates \$250 to any elementary or secondary school in which a Menasha Corporation employee or spouse volunteers more than 20 hours during a school year. In addition, at the end of the school year, all schools that received a \$250 donation are entered into a drawing for a \$2,500 gift that can be used for educational materials.

## LIVING THE VISION AWARD

Our Living the Vision Award is Menasha Corporation's highest employee honor. It recognizes both individual employees and teams for achieving extraordinary innovation and/or performance that significantly contributes to our company's Vision and aligns with our Values. Individual and team winners receive \$5,000 to contribute to the nonprofit organization they choose. Since we launched our Living the Vision award in 2011, six employees have been recognized with the award for their significant contributions to our Vision.



Bill Ash (left), President, ORBIS Corporation and Jim Kotek (right), President and CEO, Menasha Corporation, recognize Tim Schuler, Controller-Sales & Marketing, ORBIS Corporation, with a Menasha Corporation's **Living the Vision Award** for his extraordinary performance and contributions to the company.



Our culture of giving is demonstrated in part by our employees' volunteer activities including fundraising runs and walks in communities where we operate.

**Matching Gifts** – MCF matches gifts, dollar for dollar, up to \$1,000 per year, to qualified educational institutions that our employees or shareholders support.

**College Scholarships** – For over 50 years, Menasha Corporation Foundation has awarded one- and four-year scholarships to eligible dependents of its employees. Winners are chosen by an independent committee, based on applicants' academic performance, financial needs and letters of recommendation. In 2012, MCF awarded four, four-year scholarships and six, one-year scholarships.

#### **Business Unit Giving**

Our business units maintain charitable giving budgets, funded by MCF, to support and encourage local community improvement efforts. Employees

who work with community organizations and understand the needs of the citizens near their home and plant operations are able to select where and how their Foundation dollars are spent. In 2012, over \$200,000 was donated to worthy organizations and causes across the United States as part of our Business Unit Giving program.

#### **Field of Interest Awards**

Menasha Corporation Foundation's Field of Interest donations are awarded to projects or needs that will make a significant contribution to the community at large. The award can be given outside the MCF philanthropy guidelines and oftentimes includes capital campaigns. During 2012, several Field of Interest grants were awarded including a \$25,000 donation to the American Red Cross for assistance to the victims of Superstorm Sandy.

## VOLUNTEERISM

We are proud of our employees' commitment to the community. We team with our employees in a variety of ways to support their involvement in causes and programs they consider to be of value to a community. Some Menasha facilities even tie community volunteerism to an employee's performance goals because the initiative and leadership skills developed while volunteering help build problem-solving and team-building attributes. To encourage employees who are involved in schools, Menasha Corporation Foundation donates \$250 to any elementary or secondary school where a Menasha Corporation employee or his/her spouse volunteered for more than 20 hours during a school year (see Dollars for Doers, page 21).



In August 2012, **Menasha Packaging** employees donated their time and skills toward building a Habitat for Humanity home, which was also funded by **Menasha Corporation Foundation**.

Most Menasha Corporation facilities conduct food drives for local food pantries and toy collections for the holidays, and coordinate medical and clothing supplies for national emergencies or disasters. For example, in October 2012 after Superstorm Sandy devastated their New Jersey community, employees from our Menasha Packaging Rand Group quickly mobilized to round up food, clothing and medical supplies for victims. Some employees were equally hard hit by the hurricane but contributed to the collection for others, thinking that someone else needed help more than they did. These kinds of efforts are led and driven by employees, who many times form teams to garner additional employee support. We encourage employee volunteerism and commend the commitment toward helping others in need.

## MENASHA'S ORBIS CORPORATION SENDS CARE PACKAGES TO ARMY BASE IN AFGHANISTAN

When ORBIS Corporation employees learned that U.S. soldiers stationed in Afghanistan were low on basic items such as soap, batteries and shampoo due to the closing of some posts and the end of some contracts and services, they immediately prepared care packages filled with necessities and food products. Many Menasha Corporation plants form teams that help identify and serve community needs, such as the ORBIS Oconomowoc Community Action Team that took action on these care packages.



**ORBIS Corporation's** annual "Race Against Hunger" food drive in 2012 included company executives dressed as the Klement's *Famous Racing Sausages*™ who rallied employees to collect food for local food pantries.

# AWARDS, ASSOCIATIONS & CERTIFICATIONS

## Awards

2012 *Design of the Times (DOT)*

Gold, Silver and Bronze Awards – Menasha Packaging Company

2012 *POPAl (Point-of-Purchase Advertising International)*

Outstanding Merchandising Achievement (OMA) one Gold, one Silver, four Bronze Awards – Menasha Packaging Company

2012 *Green Masters Award*

From the Wisconsin Sustainable Business Council – 2nd consecutive year

2012 *Outstanding Corporate Philanthropy Award*

Association of Fundraising Professionals of Northeast Wisconsin

2012 *Partner-Level Supplier for John Deere*

*Achieving Excellence Program*

ORBIS Corporation

2012 *Rexam Beverage Can North America (BCNA)*

Supplier Excellence Award for Best Support – ORBIS Corporation

2012 *Wisconsin 75; Distinguished Performer*

Community Award

2013 *Nissan Mexicana Best Packaging Supplier*

ORBIS Corporation

2013 *Business Marketing Association (BMA)*

*Milwaukee Bell Awards*

Awarded to ORBIS' 2012 trade show booth designs

2013 *Environmental Accomplishment from Shred-it*

Awarded to ORBIS Canada

2013 *Environmental Achievement from Safety-Kleen*

Awarded to ORBIS Canada

2013 *Inbound Logistics Top 75 Green Supply Chain Partners*

ORBIS Corporation

2013 *POPAl (Point-of-Purchase Advertising International)*

Outstanding Merchandising Achievement (OMA) three Gold, seven Silver, eight Bronze Awards – Menasha Packaging Company

*Environmental Awareness Award*

2012 Automotive Supply Chain Global Awards (with Nissan) – ORBIS Corporation

*Top 100 Workplaces in southeastern Wisconsin for 2013*

By Milwaukee Journal Sentinel – Menasha Packaging Company, Hartford, Wisconsin

## Presentations

- "Driving Sustainability with Reusable Packaging" End-User Panel – February 2012, MODEX Trade Show (ORBIS)
- "Sustainability – Creating a Competitive Advantage" – May 2012, Consumer Specialty Products Association (CSPA) Mid Year Meeting
- "Sustainability at Menasha" – September 2012, APICS-The Association for Operations Management, Fox Valley Regional Meeting
- "Economics of Sustainability" – December 2012, Wisconsin Sustainable Business Council Annual Conference

## Collaborations

- Carbon Disclosure Project (CDP)
- Stopwaste.org
- Walmart Supplier Value Network

## Associations

- American Baker's Association
- Association of Independent Corrugated Converters
- Automotive Industry Action Group
- Canadian Compost Council
- Corrugated Packaging Alliance
- Fibre Box Association
- Forest Stewardship Council
- Glass Packaging Institute
- International Dairy Foods Association
- Material Handling Industry of America
- Packaging Manufacturing and Machinery Institute
- Paperboard Packaging Alliance
- Paper Industry Association Council
- 100% Recycled Paperboard Alliance
- Reusable Packaging Association
- Sustainable Forestry Initiative
- Sustainable Packaging Coalition
- U.S. Composting Council
- Wisconsin Sustainable Business Council and Green Masters Program

## Certifications

- American Institute of Baking
- ENERGY STAR®
- Green Tier, Wisconsin Department of Natural Resources
- Grocery Manufacturers Association Safe
- IDEAlliance and the G7 Matters Qualification Program
- ISO 9001
- British Retail Consortium (BRC) Global Standards for safety and quality; Packaging & Packaging Materials standard is also recognized by the Global Food Safety Initiative (GFSI)



# GRI INDEX

This report contains Standard Disclosures from the GRI Sustainability Reporting Guidelines. The Standard Disclosures for which we have been able to report fully or partially are indicated on this page.

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	Report Profile	3.1, 3.2, 3.3, 3.4 <sup>4</sup>	1
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	Legal Actions for Anticompetitive Behavior, Antitrust and Monopoly Practices	SO07 <sup>9</sup>	25

<sup>1</sup> Privately held corporation

<sup>2</sup> See Menasha.com

<sup>3</sup> Scale of organization:  
 Number of employees = 4,100  
 Number of operations = 80  
 Net Sales = \$1.4 billion

<sup>4</sup> info@menasha.com

<sup>5</sup> Determined by marketing, communications, sustainability teams and leadership

<sup>6</sup> Customers, suppliers, shareholders, employees, communities, society

<sup>7</sup> Anyone with an interest in our company

<sup>8</sup> Amount insignificant

<sup>9</sup> None

<sup>10</sup> Total workforce by employment type = 4,100

<sup>11</sup> Menasha Corporation acquired CORBI Plastics in December 2011, The Strive Group in January 2012, and Rand Diversified in December 2012. These acquisitions increased the number of our operating facilities, and impacted our production levels and sales. The data presented in this report does not include data for these acquired companies. Data collection for the acquired operations is underway.



The **power** behind possible™

CORPORATE OFFICE  
1645 Bergstrom Road  
P.O. Box 367  
Neenah, WI 54957-0367  
920-751-1000  
www.menasha.com



Menasha Corporation Companies:



Powered by Menasha Corporation

MENASHA PACKAGING COMPANY, LLC  
1645 Bergstrom Road  
Neenah, WI 54956-9701  
920-751-1000  
www.menashapackaging.com



Powered by Menasha Corporation

ORBIS CORPORATION  
1055 Corporate Center Drive  
Oconomowoc, WI 53066-0389  
262-560-5000  
www.orbiscorporation.com

