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Contact: Kristie McCarthy  
Telephone: 563-744-9292  
Email: [hr@eimcoinc.com](mailto:hr@eimcoinc.com)

Contact: Kelsey McElroy-Anderson  
Telephone: 563-690-5738  
Email: [kmcelroy@ecia.org](mailto:kmcelroy@ecia.org)

### **EIMCo Celebrates Green Certification on National Manufacturing Day**

**Dubuque, IA (October 2, 2013)** – The Petal Project is proud to announce that EIMCo has earned all five petals – Energy Conservation, Waste Reduction, Pollution Prevention, Staff Education, and Water Conservation – and is now the tenth fully certified green business. To celebrate their Petal Certification and National Manufacturing Day, EIMCO is opening up their facility to local high school students and the general public on Friday, October 4<sup>th</sup>. High school students from Beckman, Cascade, Maquoketa, and Western Dubuque school districts have been invited to EIMCo to learn more about career opportunities in advanced manufacturing, tour the plant, and participate in the first annual “Launch into Manufacturing” competition. For the competition, students have two weeks to build t-shirt/foam football launchers, which will be judged on accuracy, distance, and creativity. From 3:00 to 5:00 P.M. EIMCo is offering tours to the general public. This is an opportunity for people to learn more about advanced manufacturing, and how sustainable business practices can be incorporated into a manufacturing facility.

As part of the Petal Project, EIMCo incorporated a number of green practices into their daily operations and facility management:

**Water Conservation:** EIMCo installed low-flow aerators on every sink in the facility. As a result, EIMCo saw a 25% reduction in water consumption, despite adding 48,000 square feet of manufacturing space.

**Staff Education:** Rather than printing handouts or bulletin-board postings for employees, EIMCo utilizes large TV monitors throughout the facility to keep employees updated on important information.

**Energy Conservation:** Although EIMCo was already utilizing efficient T-5 lighting throughout the facility, the company decided to go one step further and replaced all lighting in the plant with high-efficiency LED lights. By doing so, EIMCo saw a 50% increase in light output with a 50% reduction in power. This change also created a brighter environment for employees, thus improving morale.

**Pollution Prevention:** EIMCo created a recycling station for employees to use for items that are prohibited from landfills. Employees are now able to bring batteries, old cell phones, and printer cartridges to work to have them disposed of properly.

**Waste Reduction:** EIMCo reuses and recycles almost everything in the shop from scrap metal to cardboard, including paper and plastic. Throughout the process of becoming Petal Certified, EIMCo and its employees have become more aware of the waste that is generated and is continually seeking out new ways to reduce or reuse our waste products.

These practices, and many others, will be showcased during the plant tours on Friday, October 4<sup>th</sup>. Petal Certification affirms EIMCo’s long-term commitment to environmental sustainability. Kristie McCarthy commented, “EIMCo is proud

to be one of the first manufacturers to achieve the Petal Certification. We believe strongly in our commitment to implementing sustainable practices into our daily operations, which benefits the environment and our bottom line.”

Additional information on the Petal Project certification program and EIMCo’s accomplishments can be found at [www.Petal-Project.com](http://www.Petal-Project.com).

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For more information, or to schedule an interview, please call Kelsey McElroy-Anderson at 563.690.5738 or email her at [kmcelroy@ecia.org](mailto:kmcelroy@ecia.org).

The Petal Project is a regional green business certification program designed to encourage organizations in the Dubuque area to adopt environmentally friendly business practices. The program provides businesses with a simple framework for saving money and resources while establishing a community-wide definition of a green business for consumers wishing to shop based on their values.

The Petal Project is divided into five categories: pollution prevention, water conservation, waste reduction, energy conservation, and staff education. Within each category, a business must complete all of the mandatory and a specified number of optional criteria to earn that petal. Once a business has earned all five petals, it is “Petal Certified”.

There are currently twenty-four businesses in Dubuque County participating in the program: UnityPoint Health – Finley Hospital, Loras College, Dubuque Bank & Trust, Premier Bank, Premier Tooling & Mfg., River Lights Bookstore, Dubuque Data Services, Unison Solutions, Unified Therapy Services, EIMCo, American Trust, City of Dubuque, Clarke University, Cartegraph, DuTrac, East Central Intergovernmental Association, IIW, P.C., ManorCare, Medline, Mystique Casino, Northeast Iowa Community College, Platinum Supplemental Insurance, St. Joseph the Worker, and the Telegraph Herald.