



**Environmental Sustainability**  
2009 Baseline Report



1113 Maryland Avenue  
Sheboygan, WI 53081 USA  
+1 920 452 3004  
[www.rocklineind.com](http://www.rocklineind.com)

## Environmental Sustainability Baseline Report

Dear Colleagues,



**Randy Rudolph**  
President

Thank you for taking the time to read Rockline Industries' first-ever environmental sustainability baseline report. This report represents our company's initial steps on the journey toward greater environmental sustainability.

As we begin to consider the sustainability of our products and our operations, I am reminded of one of Rockline's great strengths as a company: Our ability to provide our customers the highest level of quality and service by quickly adapting to changing conditions within the marketplace.

And make no mistake about it: The marketplace has changed drastically in recent years with respect to sustainability. Not long ago, the concept would have been unheard-of in the business world. Today, major corporations — many of them our customers — are investing substantial resources in improving their sustainability credentials.

In the past, we have measured Rockline's success through traditional metrics like profit, market share, and manufacturing efficiency. And while we

will still use those in the future, we will also add new measures like the ones included in this report.

This kind of sustainability data will serve as the foundation for new initiatives. At this point we are simply cataloging information. As our programme grows over the next several years, we hope to eventually use this data to engage our suppliers, our customers, and most importantly ourselves in an ongoing dialogue about how Rockline can become more sustainable.

I've committed our company to doing this for two reasons: First, because we recognize sustainability is important to many of our key customers. And second, because we hope it will demonstrate our own sense of environmental responsibility and stewardship.

Sustainability is not a trend or a fad. It is quickly becoming the reality of today's world. Rockline has adapted to new realities before, and I have no doubt that our company will rise to meet this challenge with the same integrity, passion, and commitment that we have put into satisfying our customers for over 30 years.

A handwritten signature in blue ink that reads "Randy Rudolph". The signature is written in a cursive, flowing style.

# The Global Challenge of Sustainability at Rockline

Founded as a family-owned business in 1976, Rockline Industries today is a leading manufacturer of coffee filters and wet wipes, with international operations that employ nearly 1 800 people in six different facilities on three continents.

This kind of global diversity has allowed Rockline to realize worldwide success, but it also poses significant challenges for understanding and mitigating our environmental impact. Truly universal standards for sustainability have yet to emerge, and environmentalists, scientists, corporations, organizations, and governments from around the world continue to debate the finer points of what a fully sustainable world might look like.

Rockline believes that business and industry will play a vital role in building such a world, in a way that meets the

Brundtland Commission's classic 1987 definition of sustainability: We must meet the needs of today without compromising the ability of future generations to meet the needs of tomorrow.

Of course, this is often easier said than done. In fact, in 2008, when Rockline first committed itself to taking these kinds of positive steps with respect to the environment, one of the first challenges identified — before any long-term strategy could be undertaken — was simply to understand the size and scope of our impact on the Earth's resources.

The goal of this report is to answer that question, using a handful of widely recognized sustainability metrics, with the year 2008 as our base year. (The metrics we've chosen are explained in detail on pages 4-5.) It is our intent to

show our customers, associates, and other interested stakeholders that we have a clear understanding of where we are today — information we believe will reassure them that we are addressing sustainability in a thoughtful and deliberate manner.

This report contains information on the environmental impacts of all of Rockline's fully-owned facilities, of which there are presently five (see map below): Wisconsin, Northwest Arkansas, Blue Mountain Lake, New Jersey, and the United Kingdom. This report excludes our South China facility, which is not fully owned by Rockline, operating instead as an exclusive contract manufacturer and representing about 3 percent of our annual production.

Rockline also went through an opera-

Rockline will take positive steps to develop environmentally sustainable processes, products, packaging, and raw materials throughout the supply chain that will deliver long-term value for our customers, communities, and associates.

— Rockline Industries' Environmental Sustainability Mission Statement

tional transition in 2008, as we began the closure of our Netherlands facility (not pictured) and opened our Blue Mountain Lake facility. Production began at BML in March 2008, which means that some numbers early in the year are unusually low at that facility.

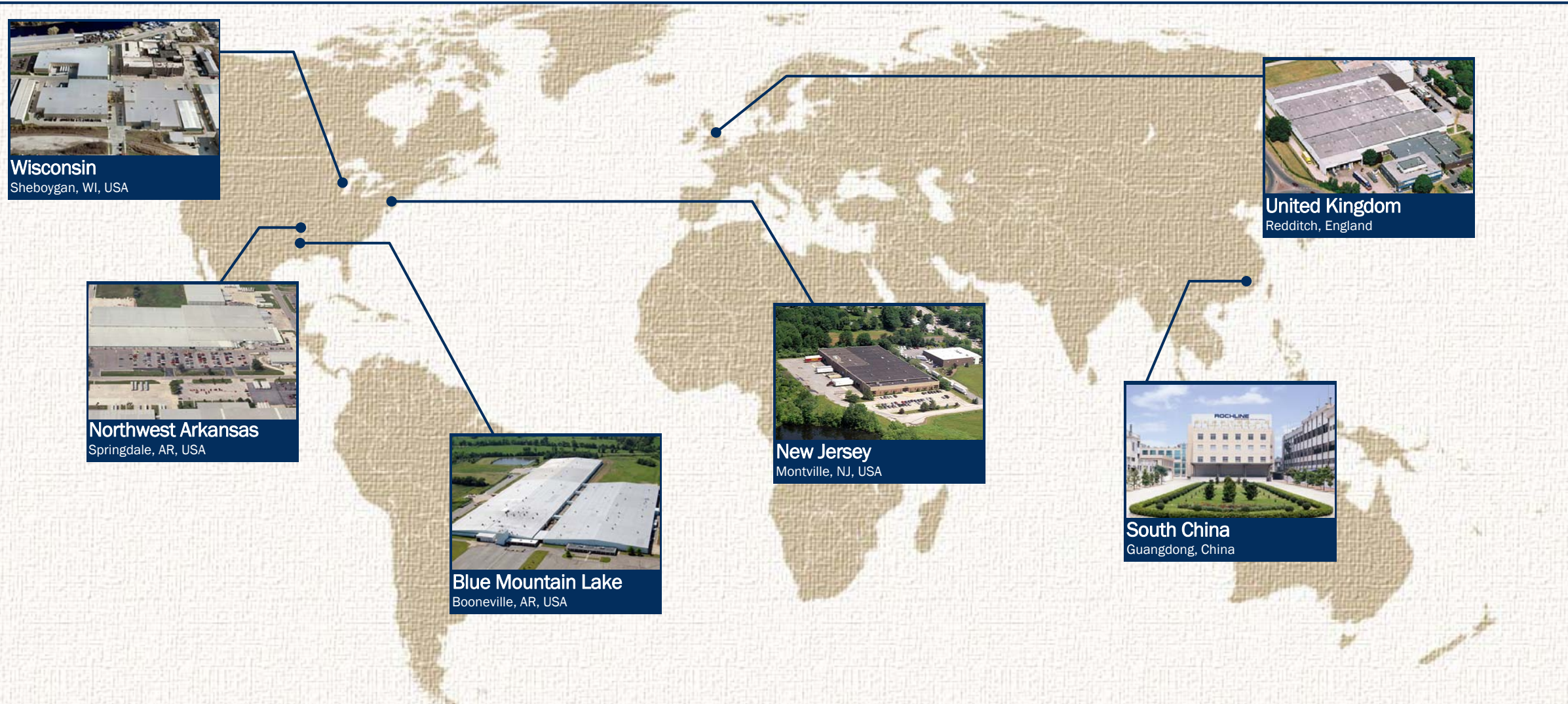
At least once per year, we will provide updates to our stakeholders on the data contained in this report. Ideally, we hope to show progress in all categories, but we are also prepared to report those areas in

which we fail to achieve success.

Another useful feature of this report is that it provides us with a regular opportunity to review key sustainability information that is missing or less robust than we would prefer. Some metrics for which we were not able to gather data in time for this report's publication include material use, emissions, and land use. We would also like to improve the quality of some metrics, such as rendering energy use in CO<sub>2</sub> equivalents or reporting some

measures on a per-unit basis, rather than in absolute terms.

Finally, in future years, we would also like to present the human face of Rockline. Our company's success has always been the product of a dedicated, ingenious, and loyal workforce, and many of our associates are working hard to reduce Rockline's impact on the environment. Ideally, this report will contain their stories and the gains Rockline has been able to make as a result of their efforts.



## Company Profile Rockline Industries

<b>Head Office</b>	1113 Maryland Ave. Sheboygan, WI 53081 USA
<b>Ownership</b>	Private
<b>Employees</b>	1 800
<b>Products</b>	Wet wipes Baby wipes Facial wipes Feminine hygiene wipes Moist toilet tissue Household cleaning wipes Coffee filters Basket-style Cone-style Disc-style Wrap-style Baking cups
<b>Customers</b>	Major retailers in these channels: Grocery/food stores Drugstores Mass merchandise Warehouse/club stores Convenience stores Dollar stores Military bases
<b>Markets</b>	Europe North America South America Pacific Rim

# Sustainability Metrics

## The first step toward improvement is measurement.



When Rockline set out to establish an environmental sustainability baseline, we also identified a few criteria for our metrics: First, they had to provide a meaningful and accepted description of the key aspects of Rockline’s environmental footprint. Second, our measures had to be easily understandable by a wide range of stakeholders. And third, the data had to be readily available or obtainable. Taken together, these criteria are consistent with Rockline’s mission to take positive steps to improve the sustainability of our operations.

One of the main functions of this report, aside from its use as a standard going forward, is as a tool for voluntary and transparent communication. We believe the straightforward nature of our metrics facilitates this communication. If, for example, we had chosen metrics that were unnecessarily complex or required extensive research that prevented us from providing regular and timely updates, we would not be able to fulfil our mission of taking these positive steps.

This is not to say, however, that we will not expand upon our metrics in the future. As Rockline’s sustainability efforts mature, we will continually challenge ourselves to use the metrics that provide our customers, communities, and associates the clearest possible picture of our impact on the environment.

The opposite page contains a corporate snapshot of our annual totals for 2008. Detailed, month-by-month metrics for each facility can be found on the following pages. It should be noted that in some cases, we were unable to obtain data for all of our facilities, or had to make certain assumptions in calculating totals. These limitations are discussed in the sections in which they occurred.

**Energy use.** Energy use is a widely recognized sustainability metric that provides an easy basis for comparison — not only on an industrial scale, but for anyone who has ever paid a utility bill. The pro-

duction of energy requires the consumption of the Earth’s resources, and it is clear from this report that Rockline consumes its fair share.

Our facilities use two main sources of energy: Electricity and natural gas. Natural gas is primarily used for heating, although in our coffee filter factories (Wisconsin and New Jersey), it is also used to produce the steam required by the filter manufacturing process.

Electricity is used for a wide range applications — everything from large-scale factory machinery to the desktop computer that was used to create this report.

Our New Jersey facility also uses No. 2 dyed diesel fuel oil for heating during the winter months. The energy in this fuel oil is included in its annual total and is broken out a separate component on the next page.

To provide a consistent unit of measure, we have reported all energy use in kilowatt-hours, which required some conversion. In the United States, natural gas is commercially sold in hundreds of cubic feet (ccf); we have used a standard conversion factor of 29.300 kilowatt-hours per hundred cubic feet. Our Wisconsin facility, however, receives bulk deliveries of natural gas, which are measured in decatherms. We have assumed one decatherm equals 293.001 kilowatt-hours. And based on information from our fuel oil supplier in New Jersey, we have assumed that 1 litre of No. 2 fuel oil equals 10.840 kilowatt-hours of energy.

**Water use.** Water is a significant resource for Rockline, as it is the largest ingredient by weight in our wet wipe products. This explains the higher usage at our Wisconsin, Northwest Arkansas, Blue Mountain Lake, and United Kingdom facilities. Aside from this there is also the water used in manufacturing processes, and incidental use in our offices. We have reported our water use figures here in cubic metres. For our Wisconsin and New Jersey facilities, our water utilities only report

our usage on a quarterly basis, so we have taken those totals and assumed equal usage for each month within the quarter.

**Solid waste and recycling.** Rockline’s total solid waste includes both solid waste sent to landfill and solid waste that is recycled. Both have been reported in thousands of kilograms, and can be categorized into three groups: (1) Process waste, which is sometimes called trim — raw materials that become waste as a direct result of the production process; (2) product waste, which includes rejected product and other indirect waste; and (3) general refuse, such as office waste or food waste from our cafeterias.

Rockline’s two main product categories — wet wipes and coffee filters — present an interesting trade-off for waste and recycling (see inset at right), which also appears in the data below and on the following pages. Our Wisconsin and New Jersey facilities, which both produce coffee filters, account for disproportionately high levels of both waste and recycling (almost all of which is scrap paper).

Aside from scrap paper, however,

Rockline also recycles plastics, corrugate, wooden pallets, steel and plastic drums, and occasionally some metals. We have only counted waste as being recycled if we can substantiate its weight with an invoice from the recycler; our actual totals are likely slightly higher. Once totalled, recyclables are then expressed as a percentage of overall waste.

**Transportation.** Rockline measures the distance that its products are shipped from its facilities. This does not include prepaid shipments, as they are considered part of the customer’s logistics network, but it does include shipments of Rockline’s product from third-party, or outside, distribution centres (these accounted for about 15 million kilometres in 2008 and are included in the overall total distance).

The majority of our shipping is done by truck, but where possible, we seek to ship by via rail (intermodal), which is generally more efficient. Intermodal shipping is expressed as a percentage of total distance.

We do not currently have transportation data available for our United Kingdom facility. We will seek to obtain that data for future versions of this report.

### Focus on Waste and Recycling

#### Coffee Filters

- Made in Wisconsin and New Jersey.
- Pros: A high percentage of the waste from filter production is paper scrap, which can be recycled directly back to paper mills.
- Cons: The high waste levels are intrinsic, though Rockline is always improving its processes.

#### Wet Wipes

- Made in Wisconsin, Northwest Arkansas, Blue Mountain Lake, United Kingdom, and South China.
- Pros: Manufacturing processes use almost all of the input material. Very little process waste is generated.
- Cons: Waste that does exist is difficult to recycle. Rockline takes steps to reduce the weight that goes to landfill, and is continually investigating alternative disposal options.

## Rockline Industries Global Sustainability Metrics

2008 Annual Totals	WI	NWA	BML	NJ	UK	Total
<b>Total Energy Use</b> (1 000 kWh)	<b>14 620</b>	<b>11 703</b>	<b>4 934</b>	<b>2 735</b>	<b>4 124</b>	<b>38 110</b>
Electricity (1 000 kWh)	7 482	9 678	2 587	1 127	2 405	23 280
Natural Gas (1 000 kWh)	7 138	2 025	2 346	888	1 719	14 116
<b>Water Use</b> (cu m)	<b>57 454</b>	<b>75 931</b>	<b>3 823</b>	<b>1 824</b>	<b>30 957</b>	<b>169 990</b>
<b>Solid Waste</b> (1 000 kg)	<b>10 667</b>	<b>4 483</b>	<b>269</b>	<b>3 259</b>	<b>1 141</b>	<b>19 820</b>
<b>Recycled</b> (1 000 kg)	<b>8 697</b>	<b>682</b>	<b>7</b>	<b>3 150</b>	<b>169</b>	<b>12 705</b>
as % of solid waste	82%	15%	3%	97%	15%	64%
<b>Transportation</b> (1 000 km)	<b>31 396</b>	<b>15 633</b>	<b>21 775</b>	<b>2 388</b>	n/a	<b>86 566</b>
<b>Intermodal</b> (1 000 km)	<b>2 990</b>	<b>764</b>	<b>1 197</b>	<b>0</b>	n/a	<b>4 953</b>
as % of total distance	10%	5%	6%	0%	n/a	6%

# Sustainability Metrics (cont'd)

WISCONSIN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2008
<b>Energy</b> (1,000 kWh)	1,832	1,847	1,508	1,089	923	828	832	903	902	1,022	1,251	1,684	<b>14,620</b>
Electricity (1,000 kWh)	584	672	618	577	642	598	609	679	614	680	658	550	<b>7,482</b>
Natural Gas (1,000 kWh)	1,248	1,175	889	512	281	230	223	223	288	342	593	1,113	<b>7,138</b>
<b>Water</b> (cu m)	4,388	4,365	4,365	5,055	5,057	5,057	4,638	4,644	4,644	5,068	5,087	5,087	<b>57,454</b>
<b>Solid Waste</b> (1,000 kg)	879	913	927	963	860	784	935	944	884	1,041	732	806	<b>10,667</b>
% recycled	81%	83%	81%	83%	80%	79%	82%	83%	81%	84%	79%	80%	<b>82%</b>
<b>Transportation</b> (1,000 km)	2,281	2,770	2,531	2,902	2,392	2,261	2,133	2,370	1,861	3,495	4,288	2,112	<b>31,396</b>
% intermodal	1%	0%	2%	12%	7%	23%	8%	11%	12%	13%	11%	13%	<b>10%</b>

NORTHWEST ARKANSAS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2008
<b>Energy</b> (1,000 kWh)	1,407	1,204	912	891	831	978	872	969	829	764	894	1,152	<b>11,704</b>
Electricity (1,000 kWh)	798	714	749	800	814	963	857	966	813	718	720	766	<b>9,678</b>
Natural Gas (1,000 kWh)	609	490	163	91	18	16	15	3	17	46	174	386	<b>2,025</b>
<b>Water</b> (cu m)	5,521	5,677	5,685	5,836	6,672	8,303	6,657	6,871	5,294	6,714	6,940	5,761	<b>75,931</b>
<b>Solid Waste</b> (1,000 kg)	374	375	341	426	352	375	412	422	383	394	286	344	<b>4,483</b>
% recycled	10%	15%	17%	21%	16%	16%	16%	17%	8%	17%	11%	17%	<b>15%</b>
<b>Transportation</b> (1,000 km)	2,186	2,678	2,564	2,724	2,817	1,519	129	125	148	122	481	139	<b>15,633</b>
% intermodal	2%	2%	4%	7%	7%	4%	10%	14%	7%	6%	8%	9%	<b>5%</b>

BLUE MOUNTAIN LAKE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2008
<b>Energy</b> (1,000 kWh)	687	708	626	373	255	242	291	262	291	277	289	632	<b>4,934</b>
Electricity (1,000 kWh)	109	130	169	152	176	227	281	262	287	272	240	282	<b>2,587</b>
Natural Gas (1,000 kWh)	578	577	457	221	79	15	9	0	4	6	49	350	<b>2,346</b>
<b>Water</b> (cu m)	23	53	208	223	110	110	216	231	204	511	973	961	<b>3,823</b>
<b>Solid Waste</b> (1,000 kg)	0	0	0	20	24	20	17	30	30	53	27	48	<b>269</b>
% recycled	—	—	—	0%	0%	0%	0%	0%	0%	7%	11%	0%	<b>3%</b>
<b>Transportation</b> (1,000 km)	0	0	75	301	240	782	2,728	3,307	1,824	4,576	4,423	3,789	<b>21,775</b>
% intermodal	—	—	0%	0%	0%	7%	5%	6%	9%	3%	6%	6%	<b>6%</b>

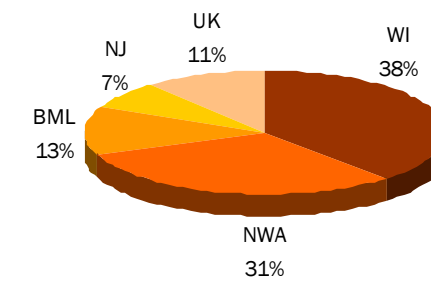
NEW JERSEY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2008
<b>Energy</b> (1,000 kWh)	349	292	299	220	152	175	146	176	168	177	216	364	<b>2,735</b>
Electricity (1,000 kWh)	94	90	98	96	84	93	90	105	100	93	90	94	<b>1,127</b>
Natural Gas (1,000 kWh)	47	91	71	85	68	82	56	71	68	84	73	90	<b>888</b>
No. 2 Fuel Oil (1,000 kWh)	208	111	129	38	0	0	0	0	0	0	53	181	<b>720</b>
<b>Water</b> (cu m)	155	155	155	167	167	167	135	135	135	151	151	151	<b>1,825</b>
<b>Solid Waste</b> (1,000 kg)	280	293	273	309	225	297	249	252	275	310	212	284	<b>3,259</b>
% recycled	96%	97%	97%	97%	96%	97%	96%	97%	97%	97%	94%	97%	<b>97%</b>
<b>Transportation</b> (1,000 km)	179	191	211	240	144	149	148	181	135	151	497	161	<b>2,388</b>
% intermodal	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>

UNITED KINGDOM	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	2008
<b>Energy</b> (1,000 kWh)	452	446	709	374	227	211	194	184	204	229	377	514	<b>4,124</b>
Electricity (1,000 kWh)	204	200	199	207	209	192	194	178	197	216	207	200	<b>2,405</b>
Natural Gas (1,000 kWh)	248	246	510	168	18	18	0	6	7	13	170	314	<b>1,719</b>
<b>Water</b> (cu m)	2,490	2,451	2,340	2,535	3,694	1,642	2,514	2,365	2,661	3,051	2,577	2,637	<b>30,957</b>
<b>Solid Waste</b> (1,000 kg)	82	90	77	97	99	89	84	78	89	120	133	106	<b>1,141</b>
% recycled	14%	14%	14%	11%	13%	18%	18%	13%	12%	22%	16%	12%	<b>15%</b>
<b>Transportation</b> (1,000 km)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	<b>n/a</b>
% intermodal	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	<b>n/a</b>

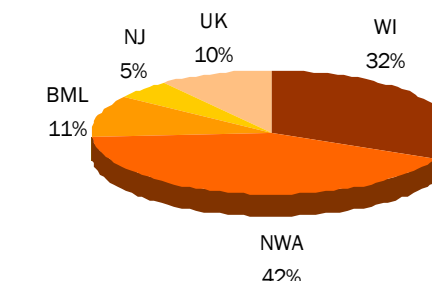
## Energy Use

Rockline facilities contribute to the company's energy use in different proportions. Wet wipe factories (WI, NWA, BML, UK) typically use natural gas mainly for heating, while coffee filter factories (WI, NJ) not only use it to generate heat but also to create the steam needed to manufacture filters. Nevertheless, energy use is for the most part a function of the facility's production volume.

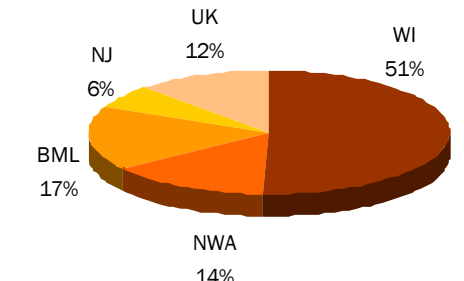
Total Energy Use by Facility



Electricity Use by Facility



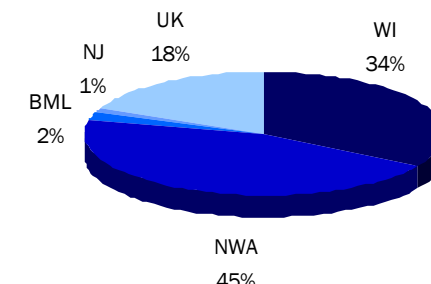
Natural Gas Use by Facility



## Water Use

By nature, wet wipes require more water than coffee filters, which means that wet wipe factories will have higher use.

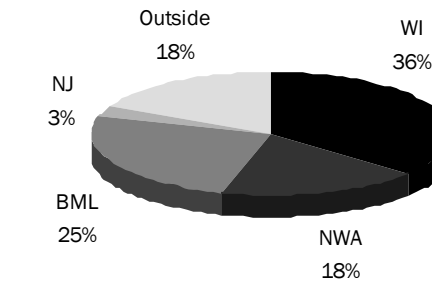
Water Use by Facility



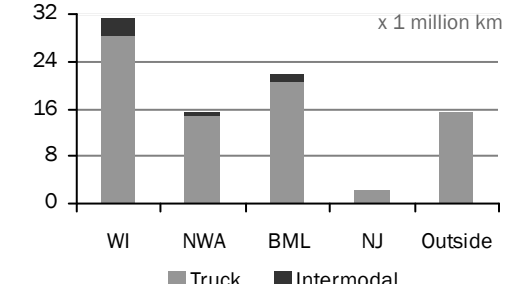
## Transportation

Rockline does most of its shipping in the United States by truck, including from third-party (outside) distribution centres. Where possible, however, Rockline seeks to ship via rail (intermodal). Transportation data is currently not available for our U.K. facility.

Shipping Distance by Facility



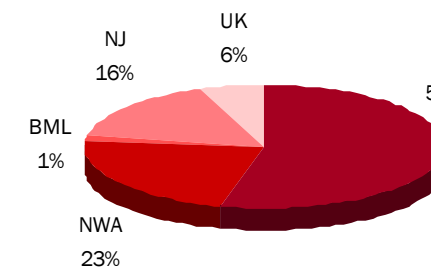
Shipping Distance by Mode



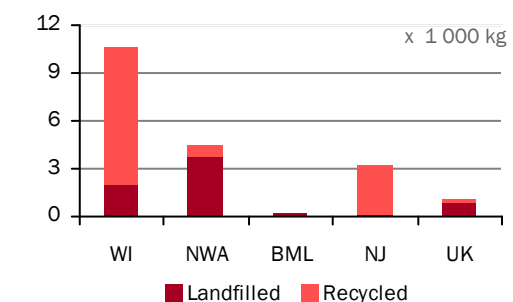
## Solid Waste

The products that Rockline manufactures present interesting tradeoffs for waste: Coffee filter manufacturing generates more waste, but much of this is scrap paper and is recyclable. Wet wipes produce less waste but result in more landfill.

Total Solid Waste by Facility



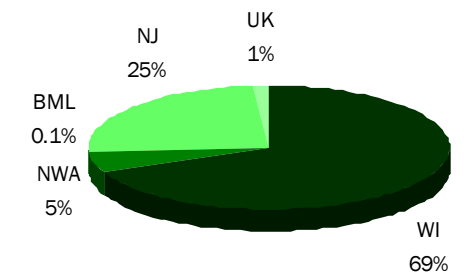
Total Solid Waste by Disposal



## Recycling

Wisconsin and New Jersey both manufacture coffee filters, which accounts for their higher share of Rockline's recyclables.

Recycled Solid Waste by Facility



# Methodology and Compliance

Rockline believes strongly in transparency and integrity.

## Rockline Industries Environmental Sustainability Steering Committee

**David Hakes**  
CORPORATE  
DIRECTOR OF QUALITY

**Ron Contaxis**  
VICE PRESIDENT  
FOODSERVICE SALES

**David Cook**  
CONTRACT SALES

**Lorraine Crosbie**  
DIRECTOR OF  
EU RETAIL SALES

**Ron Kerscher**  
SENIOR VICE PRESIDENT  
SALES & MARKETING

**Craig Roush**  
ENVIRONMENTAL  
SUSTAINABILITY  
SPECIALIST

**Rich Rudolph**  
VICE PRESIDENT  
SALES

**Nick Santoleri**  
VICE PRESIDENT  
GLOBAL WET WIPES  
MANUFACTURING

This report was voluntarily published in good faith by Rockline Industries for the purpose of establishing a baseline against which to measure future sustainability progress, and for educating its customers, associates, and other stakeholders about its operational impact on the environment. Copies of this report are available upon request.

This report was published on 22 April 2009, using data for the calendar year 2008. The data was obtained from the following sources:

- **Energy use:** Utility providers (monthly statements). Some conversion factors were applied as discussed on pages 4.
- **Water use:** Utility providers (monthly or quarterly statements). Some interpolation was required as discussed on page 5.
- **Waste and recycling:** Waste removal providers (monthly statements) and internal financial records.
- **Transportation:** Internal logistics records.

Where records overlapped months, the data was assigned to the month in which the majority of the data fell.

Rockline's corporate environmental sustainability policy and strategy are set by its own environmental sustainability steering committee, whose members are listed at the left. The committee is chaired by the corporate director of quality, David Hakes, and reports to the company president, Randy Rudolph. Membership on the committee is by invitation of the company president. The committee meets every six weeks.

For questions about this report or any of the information contained within, please contact Rockline's environmental sustainability specialist, Craig Roush, by phone at +1 920 451 7665 or by email at croush@rocklineind.com.

## GRI Index

This report was prepared in partial compliance with the Global Reporting Initiative's G3 sustainability reporting guidelines.

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EN3	DIRECT ENERGY CONSUMPTION	6-7
EN4	INDIRECT ENERGY CONSUMPTION	not reported
EN8	TOTAL WATER USE BY SOURCE	6-7
EN11	LAND OWNED NEAR BIODIVERSE REGIONS	not reported
EN12	IMPACTS ON BIODIVERSE REGIONS	not reported
EN16	DIRECT/INDIRECT GHG EMISSIONS	not reported
EN17	OTHER RELEVANT GHG EMISSIONS	not reported
EN19	OZONE-DEPLETING EMISSIONS	not reported
EN20	NO <sub>x</sub> , SO <sub>2</sub> , AND OTHER AIR EMISSIONS	not reported
EN21	TOTAL WATER DISCHARGE	not reported
EN22	WASTE DISPOSAL	6-7
EN23	SIGNIFICANT SPILLS	N/A
EN26	MITIGATION OF PRODUCTS' ENVIRO IMPACTS	not reported
EN27	PACKAGING RECLAMATION	not reported
EN28	NONCOMPLIANCE WITH ENVIRO LAWS	not reported