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## **ROCKLINE INDUSTRIES ACHIEVES ZERO-LANDFILL STATUS AT ARKANSAS MANUFACTURING FACILITIES**

### **WET WIPE MANUFACTURER WILL DIVERT 4,000 TONS OF WASTE ANNUALLY**

**Sheboygan, Wis., 12/09/2011** — Rockline Industries, one of the world's largest manufacturers of wet wipe and coffee filter products, today announced that it had achieved "zero landfill" status at its manufacturing facilities in Springdale, Ark., and Booneville, Ark.

"Over the past three years, Rockline has proven its commitment to environmental sustainability through a number of initiatives. By taking our Arkansas facilities to zero landfill, we have reinforced this commitment," said Nick Santoleri, Rockline's vice president of global wet wipes manufacturing. "But zero landfill is only the first step in dealing with the solid waste our facilities generate, and we will continue to focus our efforts on eliminating waste at its source."

Through its partnership with Marck Recycling, all waste leaving Rockline's two Arkansas facilities will be diverted from conventional landfills, and will either be recycled or incinerated for energy recapture. The waste-to-energy incineration will provide power to both residences and businesses in Tulsa, Okla.

"Taking the Springdale facility to zero landfill hasn't been easy, and it has required a lot of hard work from many of our associates," said Michael Gray, the facilities manager of Rockline's Springdale plant. "I'm proud of this accomplishment as we do our part to divert our waste from landfill."

Overall, Rockline estimated that 4,000 tons of solid waste will be diverted from landfill every year.

The zero-landfill initiative will help Rockline meet its aggressive goal of reducing its landfill rate — the percentage of solid waste sent to landfill — by 5 percentage points by 2015.

The landfill reduction goal is one of the many objective, quantifiable targets that Rockline has set as part of its corporate environmental sustainability program. Rockline also has goals for reducing its greenhouse gas emissions, energy use, wastewater, solid waste, landfill rate, and transportation emissions. All of the goals are publicly available on Rockline's corporate website at [www.rocklineind.com](http://www.rocklineind.com).

Founded in 1976 and headquartered in Sheboygan, Wis., Rockline Industries is one of the world's largest manufacturers of coffee filters and wet wipes. The company employs approximately 2,000 people worldwide. Rockline also has manufacturing facilities in Sheboygan, Wis.; Montville, N.J.; Redditch, England; and Guangdong, China.

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