

Fiscal Year 2010

Sustainability Initiatives



Goals and Benchmarks

For our fiscal year July 2009 to June 2010, Rockline has established company-wide sustainability goals for the first time. Initiated by our executive leadership, these goals will provide focus in key areas of the company's environmental impact: carbon footprint, energy use, water reduction, material use, waste reduction, recycling improvements, and transportation. We plan to make our goals publicly available, as well as our progress toward realizing them, to all of our customers, associates, communities, suppliers, and other interested stakeholders.

Carbon Footprint Calculation and Disclosure

Rockline has retained an independent sustainability consultancy for assistance in calculating its carbon footprint. Initially, Rockline will focus on scope 1 and scope 2 emissions — those from internal operations and remote power generation — but eventually we will look to understand the carbon footprint of our supply chain as well. This effort has already given us new insight into our organization's environmental impact, as well as helped us to identify opportunities for improvement.

Sustainability Audits

To aid us in meeting our corporate goals, we have planned two major sustainability audits of our Sheboygan, Wis., and Redditch, England, facilities. These audits will attempt to identify the "low-hanging fruit" that can offer quick sustainability wins, such as improvements in lighting, compressed-air efficiency, and waste reduction. These audits will be modeled on the sustainability audit that was previously conducted at our Springdale, Ark., facility in 2008.

Green Teams

We will establish "green teams" at each of our locations — cross-functional teams of associates that can bring the wisdom and working knowledge of many different areas (engineering, maintenance, manufacturing, quality, logistics, and more) together to propose sustainable solutions. We believe that integrating sustainability into every area of the company will be essential to the long-term success of our efforts.

Product Transition Communication

With sustainability becoming an important factor in our product-design decisions, Rockline will not only continue to provide innovative, sustainable product solutions, but also to highlight the improvements when changes are made. Our marketing department has pioneered an easy-to-understand series of fact sheets that will help buyers understand the environmental gains in the changes we make to our products, even where they may not be readily apparent. In one example, removing less than 2 ounces of corrugate in a coffee filter shipping case led to potential savings of more than 67 tons of CO₂ in the long term.

Material Use and Sustainability

Rockline has long understood the quantities of material it uses, but we will now reform our processes to also take into account the characteristics of our raw materials. Whether these materials are nonwoven substrates, plastic containers, or corrugate boxes, we will seek more in-depth information: How heavy is it? How much recycled content does it have? Was it procured using sustainable practices? Rockline's goal in this area is to establish a baseline that we can improve upon in future years.

Supplier Relations and Code of Conduct

Rockline views its supply chain as an extension of its own operations, and we're just as concerned with the sustainability of our suppliers as we are with our own facilities and products. We will focus on including a sustainable supplier code of conduct in our supplier agreements, the first step to ensuring that our goods are ethically and sustainably manufactured throughout their entire life cycle.

Life-Cycle Analyses of Major Products and Materials

In 2009, Rockline conducted a life-cycle analysis (LCA) comparing four different types of nonwoven substrate used in its baby wipes. The study concluded that certain airlaid substrates were environmentally superior to spunlace substrates, information that allowed our product development group to more accurately focus their sustainability efforts. Rockline will continue to support these intensive data collection projects wherever it may help us better serve our customers.

