



rockline®

*Sustainability*  
R E P O R T

*2019*





*“Think ahead and  
do what’s right.”*

- Randy Rudolph

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# *Global Locations of Operations*



**Rockline employs close to  
2,500 people worldwide.**



# Mission Statements

## Sustainability Mission

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.

## Corporate Mission

Inspiring customer loyalty by turning ideas into convenience products delivering superior value.

## Corporate Vision

Be recognized by our customers as the best net value supplier in the categories where we compete.

# Values

### Renew

Invest ALL earnings in continuous improvement.

### Respect

Treat others as we want to be treated.  
*(Associates, Suppliers, Customers, Community, and Environment)*

### Integrity

Do the right thing.

### Teamwork

Individual goals are secondary to team goals.

### Excellence

Best in class.

# Letter from the President



## Hello, and welcome to Rockline's 2019 Sustainability Report!

When we embarked on our sustainability journey a little over a decade ago, I didn't know what to expect, particularly when I tried to envision what Rockline would look like ten years down the road. I couldn't imagine the dedication on the part of our associates when they work together to find creative, innovative ways to help us conserve our natural resources, and repurpose or recycle the materials we do use. Likewise, I couldn't imagine the specific obstacles we would face, or the frustration we would sometimes feel as Rockline – both as a company and as individuals – grappled with seemingly insurmountable odds in meeting our environmental goals.

This year, I am proud to report that we have made truly impressive strides toward meeting those goals. Over 60% of our products containing tree-based pulp and fiber are produced using certified sustainable fibers, which is up from just 12% in 2018. We introduced a new social aspiration to support stewardship both within our walls and in our broader communities. We've also made progress on reducing our single-use plastics through our innovation program, including the implementation of post-consumer resin into some of our rigid product packaging.

Environmental conservation is more important now than ever before. It cannot be ignored, nor can it be solved overnight. But there is hope for the future, and that hope lies in each and every one of us. Rockline serves as an excellent example of that hope. Our status as an environmental leader in the industry and all the progress we've made in our efforts to build a sustainable future is credited to the hard work and passion of our employees. Every person has a part to play, and by doing your part to protect our planet – whether it's as simple as recycling your soda can or as complex as installing motion sensors in distribution centers – you are embodying the very spirit of Rockline Industries: People Who Make It Right.

Thank you for taking the time to review our 2019 Annual Report. We will continue our efforts not only within our four walls but across our supply chain. I encourage you not just to follow us on our journey, but to walk side by side with us into a more sustainable future.

Warm Regards,

A handwritten signature in black ink that reads "Randy Rudolph". The signature is fluid and cursive, with the first name "Randy" being more prominent than the last name "Rudolph".

Randy Rudolph  
President



# About Us

***Hello, and welcome to Rockline's 2019 environmental sustainability report. How did you get here? Maybe you're someone with a passion for the environment. Or baby wipes. Or cupcakes. Or coffee. We get it. We love all those things, too.***

Most likely, you are one of Rockline's stakeholders, in which case you've come to the right place: the purpose of this report is to provide our stakeholders with an update on the status of our environmental sustainability efforts during the last fiscal year.

For those of you who don't know us, or don't know us well, Rockline Industries is a privately-held manufacturer of wet wipe, coffee filter, and baking cup products, headquartered in Sheboygan, Wisconsin. We make the small stuff because we know that some of the best things start out small. Who would ever think that a seed tiny enough to sit on your fingertip could become a Redwood tree, towering 300 feet above the ground? Rockline also started out small. In 1976, we were a tiny company based out of Sheboygan, Wisconsin with dreams much bigger than our building. Although we are still a family owned business over 40 years later, Rockline has now transformed into a 2,500-person organization designing, making and shipping products all over the world.

Rockline's environmental sustainability program was established on Earth Day 2008. We have always sought to be the very best, and today that means offering our customers the highest quality products made through the most sustainable business practices. Our consumers don't just want a baby wipe – they want a wipe that is as gentle on their baby as it is on our planet, one that will ensure that future generations have the resources they need to live the kind of life every parent imagines for their child. We seek to help consumers realize this dream. Our program

follows a top-down approach, including an annual executive review of our sustainable successes – and sometimes failures - and an environmental steering committee that helps give us direction on strategic initiatives. Each of our sites has their own Green Lead, who is responsible for implementing these initiatives, as well as gathering feedback and new ideas from local associates. Through this approach, we hope to convey the message to our associates that each one of them has a part to play in reducing Rockline's environmental impact, whether it's as small as recycling your soda can or as monumental as publishing this report (just kidding. We know there are bigger things).

Rockline is a light manufacturer of finished materials. Rockline converts packaging components, chemistry, and nonwoven or paper, into finished products. The geographies of the suppliers are global, but primarily North America, Europe and Asia. Components include pulp, wood-fiber, personal and home care chemicals, and various plastics. Rockline regularly surveys the majority of its supply base in the areas of energy use, waste water, and other environmental factors.

Rockline had its coefficients and calculation systems reviewed by an external consultant in 2017. Rockline is in the process of converting to a new sustainability data management system which will aid in third party verification and coefficient management.

# About Us

## Boundaries

This report covers operations over which Rockline exercises financial control, with the exception of two minor subsidiaries: Rockline Netherlands B.V. and Rockline Trading Hong Kong, which represent less than 1.5% of our global business activities and environmental impact. We have also excluded Soshio (HK) Industrial Co. Ltd., our Chinese manufacturing partner, as we do not exercise financial control over their operations.

## Scope

The greenhouse gas (GHG) emissions data in this report are comprised primarily of Scope 1 and Scope 2 data from our manufacturing facilities and offices. This report also contains a limited amount of Scope 3 data (GHG emissions from outbound shipping of our finished goods to customers).

## Methodology

Unless explicitly indicated otherwise, all data, figures and charts cover the period of our fiscal year ending in 2019, which runs from July 1, 2018 to June 30, 2019. The data in this report has been collected from invoices and statements of account sent to Rockline by our utility providers and other vendors.

We have calculated our carbon footprint using the Greenhouse Gas Protocol Corporate Standard, as well as emission coefficients from the United States Environmental Protection Agency (US EPA) and the United Kingdom Department of Farm, Environment, and Rural Affairs (UK DEFRA).

In 2014, the US EPA updated the emissions factors and our data were adjusted to reflect these updates. This is our 10th annual report. To view our reports from previous years and see our progress, please visit [www.rocklineind.com](http://www.rocklineind.com)

## Stakeholders

Who should care about this report, anyway? Our stakeholders were identified as customers, suppliers, associates, and communities in 2008 by our environmental sustainability steering committee. Since then, Rockline has made an effort to incorporate those players into our program in many different ways. We have integrated environmental sustainability metrics into our supplier reviews and have helped some of our suppliers to design their own

sustainability programs so that we can be sure our products are ethical from start to finish. We have engaged our customers and play an active role in many of their sustainability programs and have been recognized for our efforts in sustainability by a few of the different organizations we've been honored to work with. We do all of this for one simple reason: it's the right thing to do. At Rockline, we know that we have an obligation to the communities in which we operate to ensure we do our part to make them livable, clean, and safe. More than that, we want to ensure that we leave those communities a better place than they were before we arrived.

Want to learn more about Rockline Industries? Go ahead. Check us out. We can't wait to hear from you! To learn more about what makes us the People Who Make It Right, pay us a visit at [www.rocklineind.com](http://www.rocklineind.com). For specific inquiries regarding our Environmental Sustainability Program, contact our Global Sustainability Director Josh Eldridge at [jpeldridge@rocklineind.com](mailto:jpeldridge@rocklineind.com).

## Environmental Steering Committee

**Ron Kerscher**

*Sr. VP of Sales and Marketing*

**Rich Rudolph**

*VP of Sales*

**Nick Santoleri**

*VP of Operations Global Wet Wipes*

**Lorraine Crosbie**

*EU Retail Sales Director*

**David Deising**

*VP – North American Retail Business*

**Kris DeLano**

*VP of Human Resources*

**David Cook**

*Contract Manufacturing Sales Director*

**Josh Eldridge**

*Sustainability Director*



# Our Aspirations

Aspirations are our hope for what a completely sustainable Rockline might look like, at some point in the future. Our metrics and goals drive toward each of the aspirations and are categorized as such in the following pages but are summarized here.

## Ecologically Intelligent Products

Rockline wants to make and sell products that sustain the environment in the long term.

- Make products that perform using less material.
- Use materials that come from sustainable sources and recycled inputs.
- Incorporate chemicals that are safe for human health and the environment.
- Eliminate packaging and choose packaging materials that are more recyclable by consumers.
- Source materials to achieve zero net deforestation for our products.

## Create Value, Not Waste

Rockline wants to minimize waste and its impact on the environment.

- Design waste out of our system.
- Increase manufacturing efficiencies.
- Divert solid waste from landfill.
- Investigate alternative waste strategies like reuse, recycling, and energy recapture.
- Eliminate sources of wastewater from our operations.

## Fossil Fuel Independence

Rockline wants to move away from fossil fuels toward clean, low-carbon energy.

- Use energy more efficiently.
- Show preference for low-carbon fuels.
- Adopt alternative and renewable energy sources.
- Eliminate sources of energy use.

## Be People Who Make It Right

Rockline wants to positively impact the lives of our associates and communities.

- Pursue excellence in people development.
- Be a committed community partner.
- Make a difference for those seeking a brighter future.





# Key Achievements & Awards

All US sites now hold the following certifications:



Continued status as an EPA smartway shipper:



Participation in:

Carbon Disclosure Project (Forestry and Climate)



The Sustainability Consortium's Thesis



Membership Organizations:





# Why Does Sustainability Matter?

## Interview with Rich Rudolph

*Polar bears invading Russian villages.*

*Cookies baking on dashboards in Arizona.*

*Bicycles melting in Berlin.*

*The Great Barrier Reef – something scientists thought was too big to fail – is dying.*

With headlines like these, it's no surprise that many people are left wondering what the world will look like when our children and grandchildren finally inherit it. Rich Rudolph, VP of Business Development, is one of those people. The person who sparked Rudolph's passion for sustainability was his son. Says Rich, "I told him that what he was doing takes a lot of energy, and that he needed to be mindful of that. His response was, 'You know dad, your generation didn't exactly do ours any favors. And he was right. We haven't done a good job of managing our natural resources. It was a simple comment, but it really resonated with me.'"

Passion for sustainability is something Rudolph carries with him into the workplace every day. It's a palpable factor behind every business decision that comes across his desk. Within a few minutes of picking up the phone, he comes to life, radiating excitement as he begins telling me about Aquafina's radical, upcoming transition from disposable plastic bottles to aluminum cans. The story broke just a few hours before. "It's crazy, it's a huge paradigm shift! But I'm going to buy it. Why wouldn't you?! This is exactly the kind of thing I'm talking about!" In the last ten years, he says, our company has made great strides toward a greener future. We're reducing plastics in our products. We're cleaning up our formulas.

One of Rockline's manufacturing plants, located in Booneville, Arkansas, harnesses geothermal energy for production. Our secret? Great ideas. "Every associate can come up with a great idea," Rudolph says. "There are plenty of ways for us to be more efficient. Lots of plants are using wind power and solar power to reduce energy consumption. We could transform our equipment to make it more energy efficient. We can redesign our products. All of these start with a single idea, and they make the biggest difference."

This belief in the power of a great idea stems in part from Rudolph's personal philosophy that it's going to take the world to save the world. Until now, it seems, the majority of people have been content to let the die-hard advocates of sustainability, who are in the minority across the globe, take the lead. Sure, maybe we remember to do a little something on Earth Day. But for the most part, saving the planet is an issue so enormous that people often struggle with the sensation that nothing they do will have an impact. Rudolph wants to change that perception. "It's going to take all of us, not just one person. Everyone will have to pitch in and do their part. Once the product is on the shelves, it's up to consumers to vote by spending their dollars on products that are better for the environment."

As for Rockline's contributions to a better world? "We've come a long way," he says, "but we also have a long way to go. It's a continuous journey. It will never end. But as the old saying goes, if you strive for perfection, you will achieve excellence."

# *Aspiration 1*

## Fossil Fuel Independence

### Energy

Between the lights, the technology and the perennially frigid temperatures, it seems that energy consumption is the cost of doing business at most companies. As a light manufacturer, Rockline uses most of its energy in the conversion of finished raw materials into consumer-packaged goods, including wet wipes, coffee filters, and baking cups.

Rockline's current manufacturing processes rely heavily on nonrenewable resources, which poses a long-term risk to both the longevity of our businesses and our future environmental security. To combat this risk, Rockline's goal is to reduce the amount of energy we consume. In order to meet our goals, Rockline has taken the initiative to implement new technologies, including a transition from traditional lighting in our buildings to utilizing LED, high output florescent and motion-sensing lights that conserve energy; incorporating a geothermal climate control system into our Booneville facility; and forgoing traditional compressors in favor of smart compression systems. Although these improvements have helped Rockline make great strides towards reducing our energy use, there is, in the words of Robert Frost, "miles to go before I sleep". As we continue our research into energy consumption and science-based targets, we are making plans to work towards replacement and not just reduction. Continuous improvement is one of the pillars our company stands on. As such, we are determined to keep searching for new and exciting ways to limit our energy consumption so that our products do more than care for your loved ones – they care for our planet, too. The energy we use can be broken down into three broad categories: electrical, thermal, and vehicular. The following tables illustrate our energy usage over the last five fiscal years.

### Electricity

Rockline's electricity is sourced from public utilities. To determine our emissions, we utilize factors published by the U.S. Environmental Protection Agency (EPA) and the U.K. Department of Environment, Farm, and Rural Affairs (DEFRA). Each emissions factor is based on the mix of fuel sources used by the power plants in the region where our facilities are located.

### Thermal Energy

Rockline's two primary thermal fuels are natural gas and No. 2 distillate fuel oil, with the latter used only at our facility in Montville, New Jersey. To determine our emissions factors, we utilize factors published by the International Panel on Climate Change (IPCC). Rockline procures these fuels from public utilities or traditional commercial suppliers. The same factors are used for all of our facilities.

### Vehicle Fuels

Rockline vehicle fuels, which include conventional motor diesel and conventional unleaded gasoline, are procured from local suppliers. We utilize IPCC emissions factors to determine our emissions. The same factors are used at all our facilities.

### Greenhouse Gas Emissions

Whether sustainability is your passion, or you stumbled upon this report by some happy mistake (in which case, welcome! We're so glad you're here!), nearly everyone has heard of the Big, Bad Wolf of Sustainability: Greenhouse Gas Emissions, or GHG. What makes this often-invisible pollutant so dangerous? Emissions from fossil fuels contribute to both changes in climate and quality of air, and trapped greenhouse gases have had a direct hand in the dangerous overheating of the earth. The impact of using fossil fuels in business can be traced all the way back to raw material feed stocks, although they continue to play a role in our products all the way up until the product is sold. As you'll read about in the Ecologically Intelligent Products section of this report, product design also plays a big part in any company's GHG Emissions rate. Rockline has several projects underway, including things like packaging made of post-consumer resin, or PCR, that will help cut back on the impact of these supply chains. Whether it's finding cleaner fuel sources, making less trips, redesigning our products or all of the above, Rockline's overarching goal remains the same: to reduce our reliance on fossil fuels and by extension cut back on our greenhouse gas emissions.



# Aspiration 1

## Fossil Fuel Independence

### Small Steps That Make a Big Splash

#### *Interview with Brett Scroggins*

*When you picture someone who's passionate about sustainability, what kind of person do you envision? A seventies hippie resplendent in a handmade flower crown? A hipster from San Francisco brandishing a homemade sign that reads "There is no Planet B"? What about an engineer with a contagious enthusiasm for continuous improvement and a classic muscle car hobby?*

The latter describes Brett Scroggins, Engineering Support Manager at the Springdale, Arkansas plant and one of Rockline's most avid environmentalists.

Scroggins manages Springdale's Process Support team, a facility maintenance and engineering crew responsible for executing a plethora of projects over the last year that keep the plant up and running, many of which have aided in the conservation of energy and natural resources. For instance, the plant now exclusively utilizes LED lighting. They've installed sinks that are twenty-four percent more water efficient than anything else on the market today; a critical feature in an environment where hundreds of associates wash their hands upwards of ten times per day. They're working with our electric provider to find more efficient ways to cool and circulate air on the production floor which, when implemented, will reduce fan use by seventy percent. They are, at this very moment, wrapping up a years-long roofing project that added three to five inches of insulation to the plant roof, which will dramatically reduce the energy required to cool the building. The team has even transformed some of our long-standing equipment to meet Rockline's environmental goals: our vacuum skids, for example, have been altered to operate on a closed-loop system that uses about one gallon of water per minute. Sound like a lot? Two years ago, they were using thirty to forty gallons of water in that same timeframe.

There is no doubt that Scroggins and his team have made great strides in driving Rockline towards a more sustainable future. But where does his passion come from? "It's no big deal," he says. His face is framed between jars of honey that line his office windowsill, collected from the bees he tends in his spare time. "It's second nature to me, and it has been for a long time." He goes on to recount childhood memories of collecting aluminum cans for spending money. "This was in the 70s. I was a kid, I had no education. You could make two to three hundred bucks a week on cans back then! Now, of course, I know for a fact that it's ninety percent more effective to recycle aluminum than it is to get more bauxite. And anyone could know that just by getting online! We're in the information age, but I still end up picking cans out of the trash everywhere I go. It's almost a crime." Scroggins is, undeniably, as committed to sustainability at home as he is in the office. He keeps bees. His family of four has eight different kinds of recycling streams at their home, and they produce less than a bag and a half of trash each week. Much of what they do make, they compost. I asked Scroggins for his advice to those looking to incorporate sustainability into their own lifestyles. "Anyone can do this," he says, exuding confidence. "It's not rocket science. Start small, make it a part of your life, and then if you want to do more...don't be afraid to go big!"

And for those who have yet to understand the importance of sustainability (we all know that guy), Scroggins offers a different message: "Don't always be a taker. Be sure to give back, even if it's just a little." At the beginning of the interview, Scroggins said he wanted to leave the planet in a better place than it was when he got here. His call to act with integrity, his reminder to all of us that we are merely stewards of earth rather than its proprietors, indicates that he has already done just that.

# Aspiration 1

## Fossil Fuel Independence

### Energy

2020 Goal	-15%
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2019 Actual	-4%
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2015 Baseline	-9%
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### Greenhouse Gas Emissions

2020 Goal	-15%
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2019 Actual	-9%
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2015 Baseline	-5%
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### Transportation

2020 Goal	-7%
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2019 Actual	-21%
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2015 Baseline	-30%
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### Risks

The majority of our energy comes from non-renewable fossil fuels, which are becoming scarcer and more costly. Additionally, as the shift from carbon reduction to carbon allocation intensifies, Rockline will increasingly need to focus on absolute impacts relative to normalized metrics.

### Opportunities

Energy reduction initiatives continue to be the lead strategy for reducing consumption and emissions. Rockline is also researching Science Based Targets to determine goal setting against a public standard.

### Initiatives

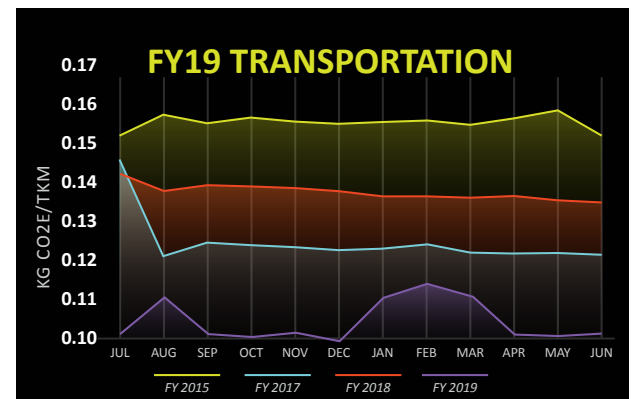
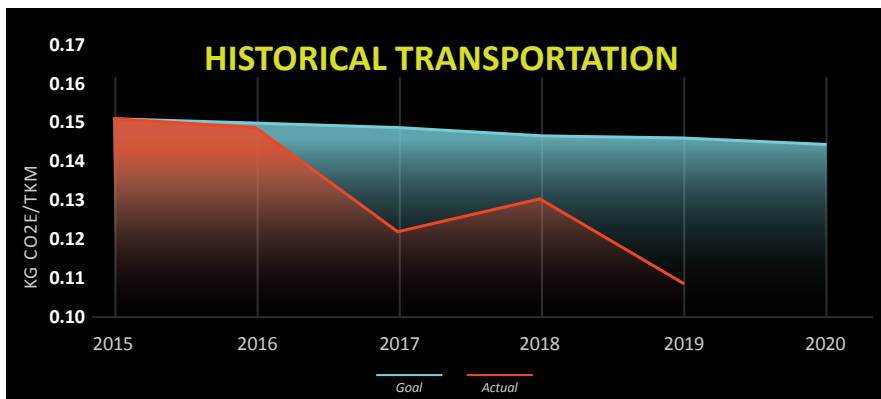
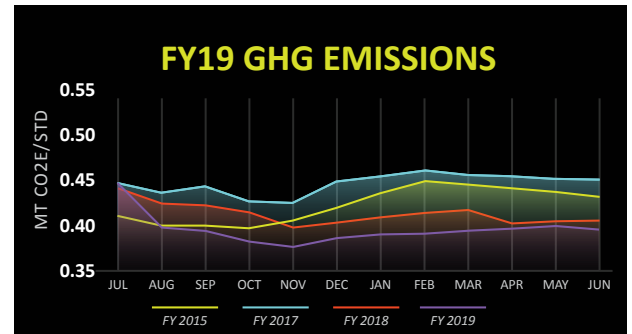
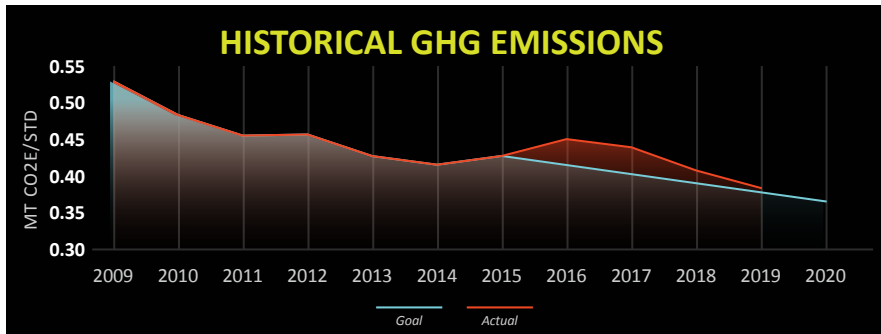
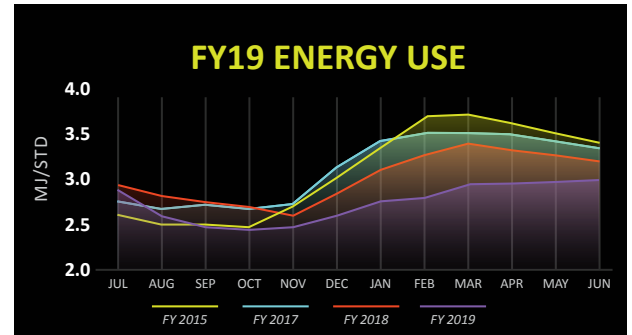
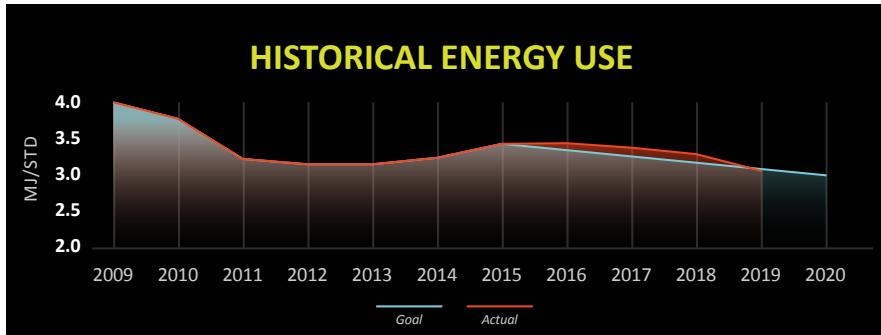
Russellville installed variable frequency drives in their AC units to better regulate energy consumption.

Our Sheboygan facility installed a heat recovery system which is more energy efficient than the previous system.



# Aspiration 1

## Fossil Fuel Independence



# Aspiration 1

## Fossil Fuel Independence

	2015	2018	2019	% Chg
Per Unit Of Production	3.387	3.197	3.067	-9%
Electricity	96,542	114,209	110,196	14%
Thermal Energy - Natural Gas	74.58	82.17	81	9%
Thermal Energy - No. 2 Fuel Oil	2,132	2,356	2,309	8%
Vehicle Fuels - Propane	256	100	89	-65%
Vehicle Fuels - Motor Diesel	29,761	41,814	33,383	12%
Vehicle Fuels - Motor Gasoline	189	52	0	-100%

[All totals are in gigajoules (GJ), except the per-unit totals, which are in megajoules (MJ). A unit of production is 1,000 pieces. All percentages are 2019 versus our 2015 baseline. Bars indicate relative change only. Not to scale.]

	2015	2018	2019	% Chg
Scope 1 (On-Site)	6,359	6,188	7,657	20%
Scope 2 (Remote)	18,584	21,957	22,054	19%
Total	24,943	28,146	29,711	19%
Per Unit of Production	0.424	0.437	0.402	-5%

[All totals are in metric tons (MT), except the per-unit totals, which are in kilograms (kg). All percentages are 2019 versus our 2015 baseline. Bars indicate relative change only. Not to scale.]



# *Aspiration 2*

## Create Value, Not Waste

### Wastewater

At Rockline, we know that water is a precious natural resource.

It's also the magic ingredient that makes our wet wipes, well...wet.

It's no surprise that our wet wipe operations use significant quantities of water to formulate lotions for our products. Most of the formulations Rockline uses are created onsite in state-of-the-art chemical mix facilities to meet our customers' exact specifications. In an effort to reduce our environmental impact, we have chosen to focus our energies on increasing the efficiency of our water use, an area over which we have more direct operational control.

But water use at Rockline isn't limited to wet wipe products; on the contrary, it is a part of almost everything we do. It is used to test the flow rate of coffee filters and to generate steam, which helps mold basket-style coffee filters and baking cups into that distinctive, instantly recognizable shape we all know and love. It sanitizes our production equipment, as well as the hardworking hands that turn our products from an idea into a reality. Perhaps most importantly, water is used to test our products for quality, helping to ensure that every product that makes it from our facility into your home does so with the intent of making your life just a little bit easier.

Because Rockline has such a strong relationship with water, it should come as no surprise that wastewater presents us with our greatest sustainability challenge. We already know that we can't put product safety or quality at risk to save water. In fact, this coming year we will be implementing a new initiative designed to ensure that the products we produce are of the highest possible quality. In order to make this promise to our customers and consumers, we will be installing new systems in our production facilities. As we spend the next year fine-tuning, we anticipate that our wastewater numbers will increase. This does not mean, however, that we will ever stop looking for innovations that help us to use water more efficiently, particularly in critical areas like product testing and equipment sanitation. After all, when people ask us who we are at our best, we believe that Rockline is simply a group of people who make it right – and that includes continuously improving our processes so that we can ensure that future generations have the resources they need to thrive.

# *Aspiration 2*

## Create Value, Not Waste

### Wastewater

#### Risks

Fresh water is a scarce commodity, with freshwater representing less than 0.1% of all water on Earth. Rockline's facilities are fortunately located in areas where surface water is abundant and inexpensive, and we are not currently exposed to the true global scarcity of surface freshwater. Because water is a significant component of many of our products, any true global shortage would certainly have an impact on our business — though this not expected to happen in the near term.

#### Opportunities

After the installation and implementation of processes and components of our advanced quality program, there is an opportunity to measure product and sanitization water use individually, though this would require additional measuring systems.

Absolute water consumption is 367 megaliters, product use 216 for 2019.

### Solid Waste and Landfill

#### Risks

Much of the wet wipe waste and in particular mixed nonwovens end up in landfill because we do not have larger scale alternative uses for this material. The cost to handle waste and the impact to the environment negatively affects our business.

#### Opportunities

The focus on circular economy or similar philosophies from our customers — which include some of the largest retailers and brands on the planet — has resulted in greater demand for recycled content in product packaging. The changing paradigm should create a positive shift in demand for solid waste.

#### Initiatives

This year, Rockline has achieved double-digit filter waste reduction results through continuous improvement activities in Sheboygan, Wisconsin.



# *Aspiration 2*

## Create Value, Not Waste

### Wastewater

2020 Goal	-5%
2019 Actual	+9%
2015 Baseline	-13%

### Solid Waste (Filters)

2020 Goal	-5%
2019 Actual	-15%
2015 Baseline	-38%

### Solid Waste (Wipes)

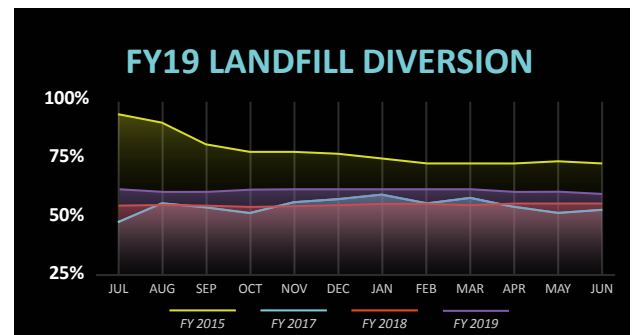
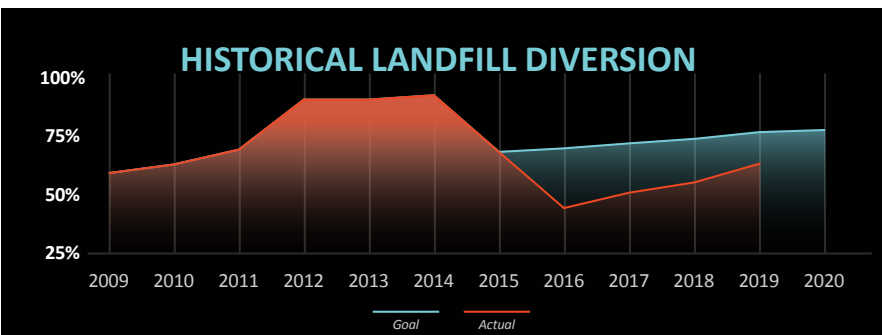
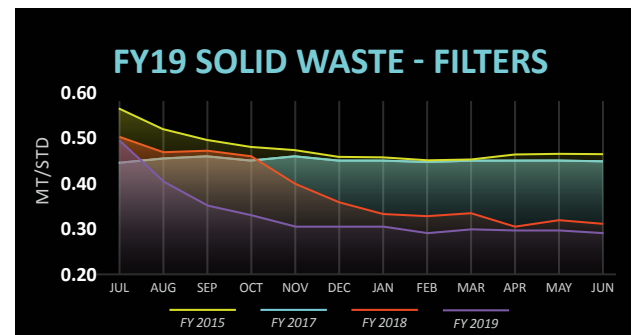
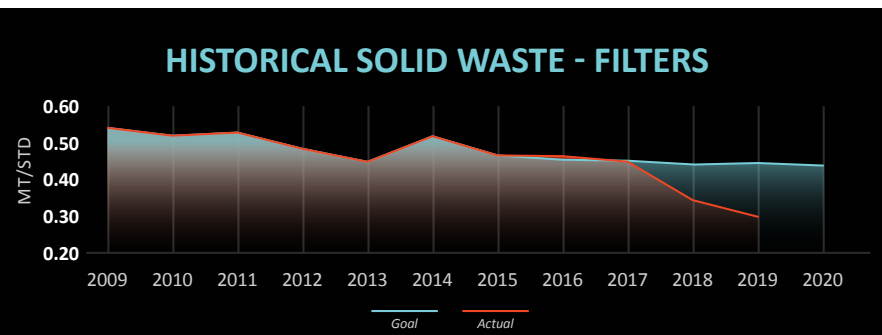
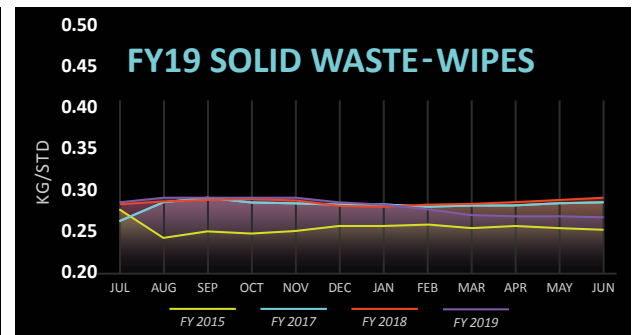
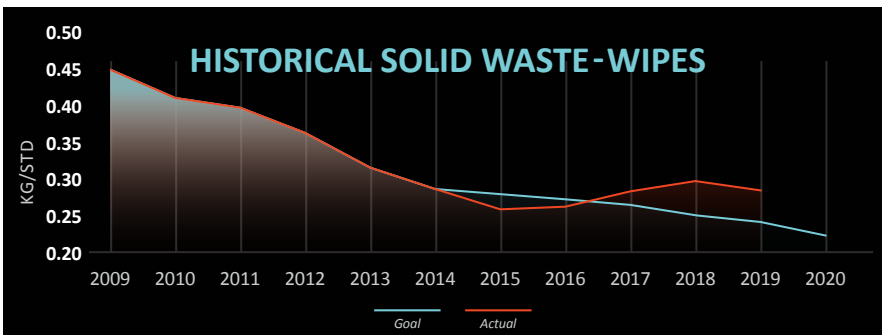
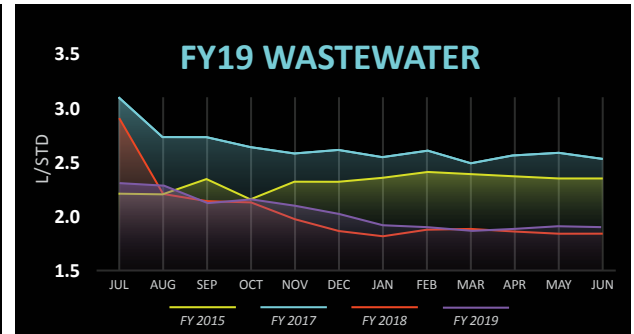
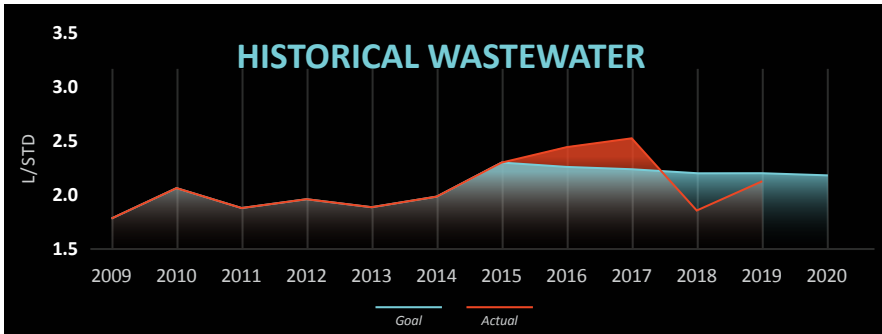
2020 Goal	-5%
2019 Actual	-6%
2015 Baseline	+9%

### Landfill Diversion

2020 Goal	77%
2019 Actual	57%
2015 Baseline	-20pts

# Aspiration 2

## Create Value, Not Waste





# Aspiration 2

## Create Value, Not Waste

	2015	2018	2019	% Chg
Coffee Filters	9,365	8,657	7,952	-15%
Per Unit of Production	0.469	0.343	0.293	-38%

	2015	2018	2019	% Chg
Wet Wipes	9,694	13,995	12,953	34%
Per Unit of Production	0.249	0.287	0.271	9%
Total Solid Waste	19,059	22,652	20,905	10%
Per Unit of Production	0.324	0.306	0.279	-14%

	2015	2018	2019	% Chg
Landfill	5,411	9,829	8,903	65%
Recycled	12,519	11,368	10,820	-14%
Waste-to-Energy Incineration	1,130	1,455	1,182	5%
Landfill Diversion Rate	67%	57%	57%	-20pts

Totals are in metric tons (MT). Landfill Diversion Rate is the percentage of total solid waste that was diverted from the landfill. All percentages are 2019 versus our 2015 baseline.

	2015	2018	2019	% Chg
Incoming Water	308,891	366,797	366,563	19%
Water Used in Products	171,430	229,770	215,616	26%
Non-Product Water Use	137,461	161,919	137,026	0%
Per Unit of Production	2.321	1.853	2.014	-13%

All totals are in cubic meters (m3), except for per-unit water use, which is in liters (L). All percentages are 2018 versus our 2015 baseline year.








	2015	2018	2019	% Chg
Incoming Water	1.17	1.39	1.39	19%
Water Used in Products	0.65	0.87	0.82	26%
Non-Product Water Use	0.52	0.61	0.52	0%
Per Unit of Production	2.321	1.853	2.014	-13%

All totals converted to megaliters in compliance with GRI standards, except for per-unit water use which is in liters (L).

# Aspiration 3

## Ecologically Intelligent Products

### Create Value Not Waste Operations Chart

Metric	Unit	Goal	Actual	
Energy Use	MJ/std	-15%	-9%	
GHG Emissions	kg CO <sub>2</sub> e/std	-15%	-5%	
Wastewater	L/std	-5%	-13%	
Total Solid Waste (Filters)	kg/std	-5%	-38%	
Total Solid Waste (Wipes)	kg/std	-20%	+9%	
Landfill Diversion Rate	%	77%	57%	
Transportation	kg CO <sub>2</sub> e/tkm	-7%	-30%	



# Aspiration 3

## Ecologically Intelligent Products

### Ecologically Intelligent Products: Where All the Excitement Happens

*Interview with David Cook*

In the chair across from me sits David Cook, Sales Director with Rockline's Contract Manufacturing Services. I'd asked him what I thought was a straightforward question: tell me about some of the projects that have come across your desk lately. He unfolds his arms, leaning forward across the table and pegging me with A Look. I had the distinct impression I was about to be the recipient of a sales pitch. "You've asked me about some of the things that have come across my desk lately. But the first thing you need to understand is that this is a way of life for [Contract Sales]. We've been dreaming up ecologically intelligent products for many years, and the private label side of the business is just catching up."

In that moment, I saw with perfect clarity why Cook is so good at his job. He had me; hook, line, and sinker. "Our goal is to design products with the environment in mind. We want to make the products better, but we also want a cleaner carbon footprint." Some of the projects his team has been working on include renewable materials, creating sustainable flexible packaging, and utilizing post-consumer recycled resin, or PCR. It's the PCR that has him the most excited. Given the amount of product Rockline produces in a year, implementing PCR in packaging materials could have a huge impact on reducing the company's carbon footprint. Best of all? The new design fits Rockline's manufacturing parameters, which means that any of the companies whose products we assemble could take advantage of this planet-saving technology. But the question is: would they?

Are our customers even interested in making the always bold, sometimes challenging and often expensive modifications necessary to preserve the planet?

"More and more, yes," Cook says. "Even companies that might not have been interested a year ago are getting pressure from major retailers to bring environmentally conscious goods to market. Awareness of the issue and willingness to change is at an all time high. In fact," Cook says, "it was a customer we acquired almost fifteen years ago who got the Contract Sales team into sustainability in the first place. They told me they were going to change the way I thought about things," he said, shaking his head as if recalling a moment when he didn't quite believe them, "and they really did."

Today, Cook carries that new, sustainable thought process everywhere he goes, spreading his knowledge across all areas of the business. I mentioned that his PCR project sounded suspiciously familiar; we had, in fact, discussed the potentials of utilizing post-consumer resin in a Marketing meeting a few weeks prior. Cook laughs. "See? I told you," he says with a smile. "This is where all the excitement happens."

# Aspiration 3

## Ecologically Intelligent Products

**Rockline wants to make and sell products that sustain the environment in the long term. This includes:**

- *Making products that perform using less material.*
- *Using materials that come from sustainable sources and recycled inputs.*
- *Incorporating chemicals that are safe for human health and the environment.*
- *Eliminating packaging and choose packaging materials that are more recyclable by consumers.*
- *Sourcing materials to achieve zero net deforestation for our products.*

### Clean & Pure Chemistry

As stated in previous reports, Rockline's clean chemistry position is to use the fewest possible ingredients at the lowest possible level to assure the product remains high quality, fresh and safe during the product shelf life and use. Ingredients in our formulas will not contain chemicals that are banned, restricted or of high concern. This includes parabens, phthalates, isothiazolinones, formaldehyde, sulfates, and known skin irritants or sensitizers. By the end of FY 2020, our goal is to exclusively use responsibly sourced palm oil, with the exception of trace amounts of palm oil derivatives that may be found in fragrances.

Rockline will become more transparent about the ingredients used in our personal care products and provide customers and consumers with direct and straightforward information about the ingredients in our wet wipe products. Rockline has begun to explore participation in Chemical Foot Printing.

### Deforestation 2020 Initiative

Last year, Rockline announced the Deforestation 2020 initiative and set a goal for 90% of the wood derived fibers by weight for all wipes, coffee filters, and baking cups produced or purchased globally to be chain of custody certified through either FSC®, SFI®, or PEFC™ by the end of calendar year 2020. All US sites are now FSC, SFI, and PEFC certificate holders with our UK site holding an FSC certificate (license code FSC-C019661). Our current certified level is ~60% and we are on track to achieve our goal.

### Plastics Initiative

Rockline has aggressive projects in plastic free nonwovens, PCR packaging, and recyclable packaging. Our goals are to have our US sites qualified for PCR plastics by the end of the calendar year 2020 and establish plastic free projects for each major product category.



# *Aspiration 4*

## **Be People Who Make It Right**

When you come to work each day, how many different lives do you touch? Your coworkers? Their families? Our suppliers, contractors and vendors?

What about your community? How do you show support for those where you live? Each action we take, no matter how small, creates ripples on the surface of the pond that is our community; ripples that can be felt by people you may never even meet.

This past year, Rockline added a new 4th aspiration to our sustainability initiatives, one with an intentional commitment to social sustainability.

For this reason, Rockline has embraced 3 areas of focus to support this aspiration:

- 1** Pursue excellence in people development.
- 2** Be a committed community partner.
- 3** Make a difference for those seeking a brighter future.

What does it mean? We think you already know. When you act, you're confident that what you're doing is right. It means making a positive impact on your community and leaving this earth a better place than it was when you entered it. It means taking the high road, so that when you finally hit that finish line, the pride you have in your successes is second to none.

But most of all, it means being a person who makes it right.

# Aspiration 4

## Be People Who Make It Right

### What Makes Rockline ‘People Who Make It Right’

#### *Interview with Kris DeLano*

On April 1st, 2019 Rockline introduced a 4th aspiration to our corporate sustainability goals, one that focuses not on reducing energy or waste or recycling, but on a less traditional (although equally critical) aspect of sustainability: its people. Our intentional commitment to social sustainability is reflected in our 4th aspiration.

To get a better idea of what prompted this change, I sat down with Kris DeLano, the VP of Human Resources at Rockline Industries and one of the great minds behind Rockline’s public aspiration. She chalks up the new initiative to the increasing demands of two critical resources for any business: customers and talent (both current associates and future associates). “We regularly get fundamental compliance questions from our customers, but more and more I was seeing questions from our more proactive customers about how we engage our associates and our community. We want to more clearly define that intent to everyone that interacts with Rockline – our customers, our suppliers, and our associates.” Then, she says, there are the millennials. “This is important to them,” she says. “It’s what attracts them to a company”.

The truth is that Rockline is already highly engaged with the communities that support our business.

This year, our company has donated wipes to victims of natural disaster and school supplies to children who can’t afford them; raised money for the hundreds of the local non-profit organizations that fall under the umbrella of The United Way; and our associates have volunteered their free time at soup kitchens and charities like REINS, an equine-assisted therapy organization.

A public commitment to social sustainability is a natural extension of a pre-existing mindset. It compliments who we are as an organization and bringing our best qualities to the forefront. “We want to give our associates credit for all the good work they’re doing. We want to highlight the difference they are making. We want to brag on them a little bit,” says DeLano. “One effort we’ve made is to start capturing the number of hours our associates are spending volunteering in the communities in which we work and live. We have a big opportunity to track new metrics to see how we are making a difference in peoples’ lives.”



# Aspiration 4

## Be People Who Make It Right

### Community Impact



# Aspiration 4

## Be People Who Make It Right

### Community Impact





# Letter from the Director



## **Thanks again for taking the time to read our report.**

I'll leave you with a thought: I was asked earlier this year about my environmentalism and I responded that I view myself (both professionally and personally) as a steward. Why? The Brundtland commission put it best when they defined sustainability as managing resources in such a way that we meet the needs of people today without risking the ability of future generations to meet their own needs. Seventh Generation's mission taken from the Iriqous Confederacy is a good example. *"In our every deliberation, we must consider the impact of the seventh generation"*. Generations of people. People and planet – a delicate balance, but my use of the word stewardship includes people. People for planet and planet for

people. We must push for products and processes that allow people to meet their needs while sustaining the planet that sustains us.

Our corporate slogan is "People who Make it Right" and our RRITE values, purposefully includes an extra R for "renew". It is about renewal of profit back into the company for growth, renewal of our people through education and career development and a renewed investment in our communities. I am grateful for the sense of renewal that inspires our sustainability program. To make it right, the stewardship of our environment must weigh heavy on our choices and I'm excited to continue our evolution toward a greener, more people focused company.

In the coming year, we will take steps toward setting science based targets and the subsequent change in data management. We will take a more holistic approach to improving our plastic position, and we will continue to drive toward cleaner chemistries.

In closing, I want to remind you of our mission, to turn ideas into convenience products. As Rich Rudolph said, we thrive on ideas – they are foundational to our work. Be you a customer, supplier, associate or stakeholder don't ever hesitate to drop me an email and share a good idea.

Thanks to all of the associates who participated in compiling this report – Kris and her push for increasing transparency in social sustainability, Rich and Dave for keeping our program in full sprint mode, Brett for living out his passion at home and at work, our Green Leads who push initiatives behind the scenes, and last but certainly not least, Katie Laughlin for writing, editing, directing design, and publishing this year's report.

Make it right,

Josh Eldridge  
Category & Sustainability Director  
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This report references Standard Disclosures from the Global Reporting Initiative's 2018 Sustainability Reporting Guidelines.



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