



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.

Environmental Sustainability Report 2013



Letter from the president



This year was a great year for Rockline Industries. Our company grew and expanded at numerous sites adding over 130 jobs; we introduced new products to the marketplace, and we achieved key milestones in our sustainability program.

Rockline's environmental sustainability program is now in its fifth year. As in the previous four, our mission is to take positive steps towards a more environmentally sustainable business. This report highlights the activities and initiatives that are helping get us closer to that mission.

This year many of our customers increased their focus on environmental sustainability, which pushed us to deliver even better results. We welcome the increased interaction from our suppliers and customers as our collaborative efforts result in a better environment for the consumers of our products.

We continue to drive toward our 2015 targets in energy, waste, and landfill rate. Additionally, we have finally charted a consistent downward trend in our wastewater metric driving down wastewater 2% from our 2009 baseline.

We also implemented our second generation of the Green Score tool—a newer, more user-friendly tool that gives a snapshot of the environmental impacts of our raw material choices and helps us get closer to our aspiration of creating more ecologically intelligent products.

Our logistics team has further expanded Rockline's use of pool point and intermodal shipping, just a few of the many innovative ways they have found to optimize shipments and reduce the carbon footprint of our shipping network.

The purpose of this report is to give a quantitative and transparent account of our progress against our sustainability goals. We want to fulfill our mission of delivering long-term value for our stakeholders while respecting the environment we all share. To do this, we must always show continuous improvement.

Thank you for taking the time to read this report. As always, we welcome your feedback.

Randy Rudolph

About This Report

The purpose of this report is to provide an update to our stakeholders on the status of our environmental sustainability efforts over the previous fiscal year. This includes descriptions of our initiatives and quantitative data against our 2015 goals.

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).

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% 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.

Contact

We welcome and appreciate all inquiries pertaining to our Environmental Sustainability Program.

Nina Schaub
*Global Environmental
Sustainability Coordinator*
nmschaub@rocklineind.com

Methodology

Unless explicitly indicated otherwise, all data, figures, and charts cover the period of our fiscal year ending in 2013, which runs from July 1, 2012, to June 30, 2013. 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). The specific uses of these coefficients are noted in the appropriate places later in this report, but for consistency, we have used the same coefficients when comparing more than one year's worth of data. This is our fifth annual report. Our previous report was published in November 2012, covering our fiscal year 2012 (July 1, 2011, to June 30, 2012). Prior years' data may be restated due to more accurate information.

Organizational Profile

Rockline Industries is a privately-held manufacturer of wet wipe, coffee filter, and baking cup products - headquartered in Sheboygan, Wis. Founded in Plymouth, Wis., in 1976 by Ralph Rudolph, Rockline has grown to become a global enterprise, employing over 2,000 people worldwide.

Rockline's environmental sustainability program was started in 2008.

Our sustainability program is driven by the recognition that the world's population is growing and consuming resources at an unprecedented rate, leading to more waste and more carbon emissions than ever before. We have always sought to deliver long-term value to our customers, but today that means offering them the highest quality product from the most sustainable business practices. If we can accomplish this, we can ensure future generations have the resources and opportunities to live full and healthy lives. More and more, consumers recognize this fact and our customers increasingly expect best practices from us—and we aim to deliver. Our program follows a top-down approach with executive review annually and steering committee direction on strategic initiatives. We have successfully embedded sustainability throughout the organization through designated Green Leads within facilities who are responsible for implementing specific initiatives.

Rockline Industries Environmental
Sustainability Steering Committee

Ron Kerscher
Sr. VP of Sales and Marketing

Rich Rudolph
VP of Sales

Nick Santoleri
VP Operations Global Wet Wipes

Lorraine Crosbie
EU Retail Sales Director

David Deising
*Business Director,
North American Retail Wipes*

David Cook
*Contract Manufacturing
Services Sales Director*

Rockline follows a 3-Tier Vision:

Long Term – Aspirations

Aspirations are our hope for what a completely sustainable Rockline might look like, at some point in the future.

Medium Term – Multi-Year Goals

Rockline's current multi-year goals are set for our fiscal year 2015. These more ambitious goals give shape to where Rockline is headed in a strategic sense. We will be working to establish new five year goals to put in place when the 2015 goals are retired.

Short Term – Annual Goals

Rockline sets annual sustainability targets, as a way of measuring our progress from year to year. These goals are small, incremental steps toward sustainability.



Aspirations

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.

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.

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 natural 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.

Stakeholders

Our stakeholders were identified in 2009 by our environmental sustainability steering committee. In the past four years, we have engaged our stakeholders in a myriad of ways. We have integrated environmental sustainability metrics into many of our supplier reviews and have engaged suppliers in designing their own sustainability programs. We have engaged our customers and play an active role in many of their sustainability programs as well.

Customers

An organization's true environmental impact is not limited to internal processes and products; it is an aggregate of emissions and waste generated throughout the supply chain. As our customers continue to drive sustainability in their own organizations, they look to us to drive similar efforts within ours—all with a goal of delivering a more environmentally sustainable product to the consumer.

Associates

When we say sustainability is the right thing to do, we believe it to be true regarding all facets of our organization, including our associates. We expect all of our associates to be committed to reducing waste, improving efficiency, and adding value to the products we manufacture. In order to ensure that we can continue to offer valuable employment opportunities in the future, we must place an emphasis on sustainable business practices today.

Suppliers

In addition to our operations, our environmental impact extends back into our supply chain. At Rockline, we work to design supply chains and products that deliver a better environmental value to the consumer, and we depend on our suppliers to adopt sustainable business practices to help us make these efforts successful.

Communities

Rockline is a manufacturing company with over 2 million square feet of manufacturing, warehousing, and office space globally. We have an obligation to the communities in which we operate to ensure we do our part to make them livable, clean, and safe. We can do our part by reducing our emissions and handling waste in such a way that it is reused or recycled, and sent to landfill only as a last resort.

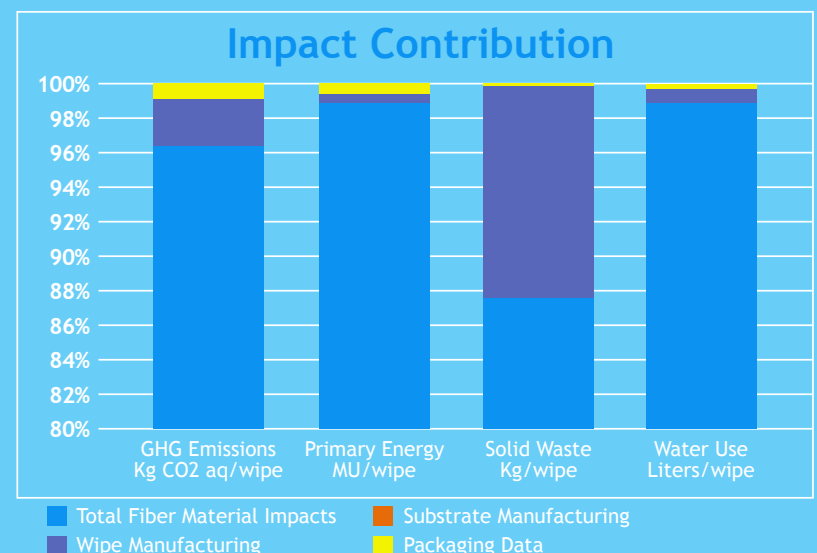
Green Score

A key aspiration of Rockline's sustainability program is the development of ecologically intelligent projects. This year, Rockline partnered with the sustainability consulting firm Pure Strategies to complete development of our Green Score measurement tool, which will move us closer to realizing our aspiration by more accurately measuring the environmental impacts of our products.

The Green Score tool utilizes life cycle analysis data for each of the components of a given product—everything from the fibers and to the packaging components—to paint a fuller picture of the product's effect on the environment. Currently, our Green Score tool analyzes a product's impact in four ways:

Greenhouse Gas Emissions
Primary Energy
Solid Waste
Water Use

By using the Green Score tool, Rockline's engineers and project managers will be able to analyze the environmental effects of the various choices they make during product development. In the long run, we hope to use this knowledge to better educate our customers as well. To start, though, we will focus on establishing best practices over the next 12 months by surveying our engineers and project managers—learning how they use the tool and implementing their recommendations for further improvements.



2013 Initiatives & Goals

	2015 Goal	Actual
Greenhouse Gas	-15%	-18%
Energy	-15%	-20%
Wastewater	-5%	-2%
Solid Waste - Filters	-5%	-15%
Solid Waste - Wipes	-20%	-31%
Landfill	-5	-20.6
Transportation	-10%	-4%

Per unit of production vs. 2009 baseline

Please see pages 8-19 for specific metric data.

Energy

Our Redditch, U.K. facility is replacing lighting with more energy efficient options where needed, and the staff there have reduced electricity usage by eliminating compressed air leaks. Additionally, a reorganization of the facility has eliminated the need to have large, high-bay doors open for long periods of time, improving temperature control in the warehouse and reducing heat loss.

Our Sheboygan, Wis. facility installed economizers on the plant offices on the production floor, allowing heat to be blown out or cool air to be blown in. The facility has also added venting to air compressors, utilizing the heat generated from the compressor to heat part of the plant.

Our Montville, N.J. facility has installed more efficient fluorescent lighting in the production area.

Our Springdale, Ark. facility has installed motion-sensing, high-efficiency lighting in the offices, converting floor, and warehouse space, as well as putting reflective window films on exterior windows to cut heat transmission and reduce the amount of air conditioning needed to keep temperatures at a comfortable level.

Our Booneville, Ark. facility continues to retrofit lights with higher-efficiency options and recently completed a roof insulation project. Additionally, the staff have added controllable thermostats in some public areas.

Greenhouse Gas

Our Montville, N.J. facility continues to replace propane forklifts with battery-electric forklifts and will continue this project until they have eliminated all propane usage. They are currently evaluating converting from No. 2 fuel oil to natural gas for heating the production and warehouse areas.

Our Booneville, Ark. facility began the expansion of their geothermal heating and cooling system. This will allow a larger area of the facility to utilize the natural heating and cooling cycle, further reducing the use of electricity and natural gas compared to conventional HVAC systems.

2013 Initiatives & Goals

Key Achievements

Wastewater reduction of 2% over baseline FY 2009 - First reduction over baseline since our program's inception.

Completion of energy-efficient lighting and motion sensors in our Springdale, Ark. facility.

Launch of the new Green Score product tool.

Key Challenges

Finding a more sustainable aftermarket use for blended nonwoven materials.

Diverting mixed foil and paper baking cup waste from landfill. The two components are mixed during the manufacturing process and are difficult to separate in the waste stream.

Water

Our Redditch, U.K. facility has identified a new system that will reduce the amount of water used in the sanitizing process across a variety of production lines.

Solid Waste

Our Montville, N.J. facility will be making improvements to production lines that will expedite changeovers and significantly reduce scrap rates.

Landfill

Our Redditch, U.K. facility is actively pursuing its objective of achieving zero landfill. The staff there are selecting a waste management partner and hope to have a program in place in late 2013.

Our Sheboygan, Wis. facility is continuing its recycling efforts by adding bag trim, batteries, printer toner cartridges, and plastic banding from raw material shipments to the list of items being recycled. In the coming year, they will also focus on nonwoven substrate fabrics, cupcake paper scrap, and stretch film.

Logistics

In 2013, Rockline officially became qualified as a U.S. EPA Smartway Transport Partner, signaling our commitment to reducing transportation-related emissions and improving the fuel efficiency of our logistics network. As part of these efforts, Rockline has begun collaborating with our substrate suppliers and coordinating between inbound and outbound carriers to eliminate empty miles by creating "round-trip" shipments. We have also increased our intermodal shipments from 20% to 25% over the past year.

Looking ahead, in 2014, Rockline will expand its pool-point distribution network by opening hubs in the Midwest, Toronto, and Montreal. We will also enter into a dedicated shuttle arrangement between our Springdale and Booneville, Ark. plants by working with a raw material supplier that already ships multiple loads on a daily basis in the area. Finally, we will begin implementing interleaving in our large Booneville, Ark. distribution center to eliminate empty forklift trips—saving both energy and labor.

Energy

Electrical

Rockline's electricity is sourced from public utilities. We utilize emissions factors published by the U.S.

Environmental Protection Agency (EPA) and the U.K. Department of Environment, Farm, and Rural Affairs (DEFRA) to estimate our Scope 2 emissions.

Thermal Energy

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

We have determined that energy reduction is currently our best strategy for reducing our greenhouse gas emissions. As technology develops, however, renewable energy sources may become more viable and more important than efficiency measures.

Energy

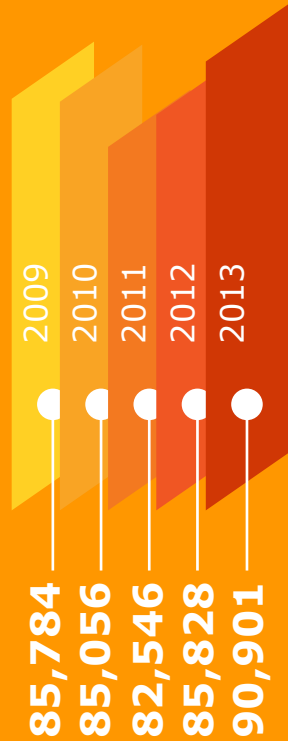
2015 Goal Actual

-15% -20%

The energy we consume is used in the conversion of finished raw materials into consumer packaged goods, including wet wipes, coffee filters, and baking cups. The energy types we use can be broken down into three broad categories: electrical, thermal, and vehicular.

The energy that Rockline currently uses is largely derived from nonrenewable resources. As mentioned earlier in the report, fossil fuel independence is an aspiration for Rockline. This means using energy efficiently and ultimately making greater use of renewable energy.

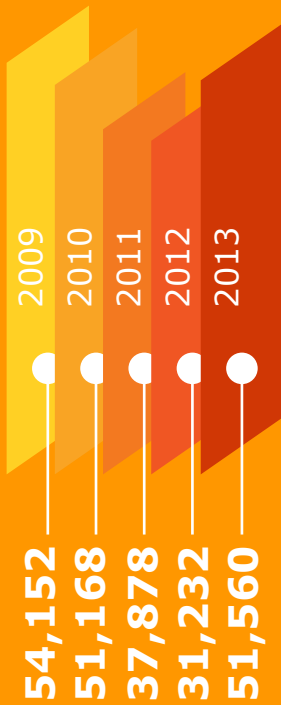
Electrical



Electricity

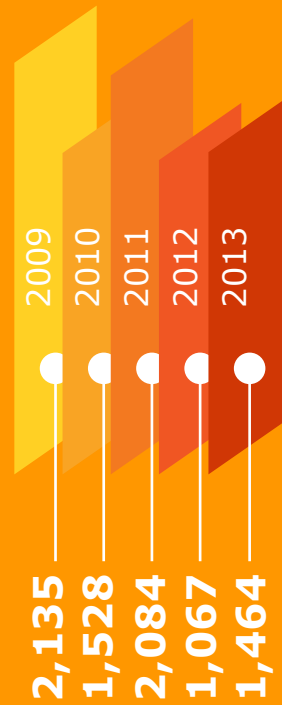
+6%
Change

Thermal Energy



Natural Gas

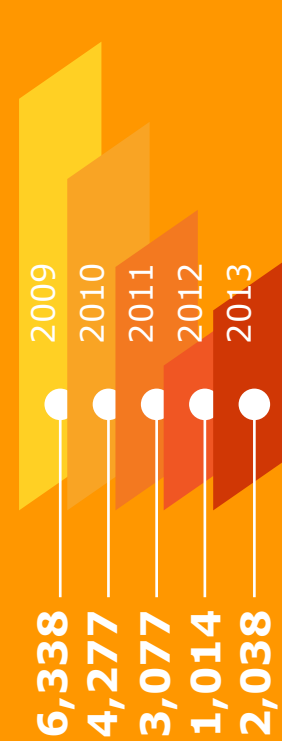
-5%
Change



No. 2 Fuel Oil

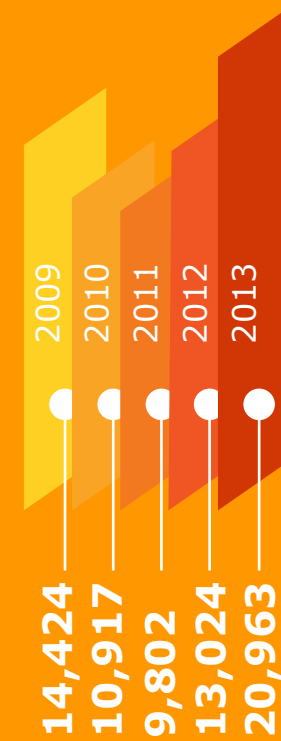
-31%
Change

Vehicle Fuels



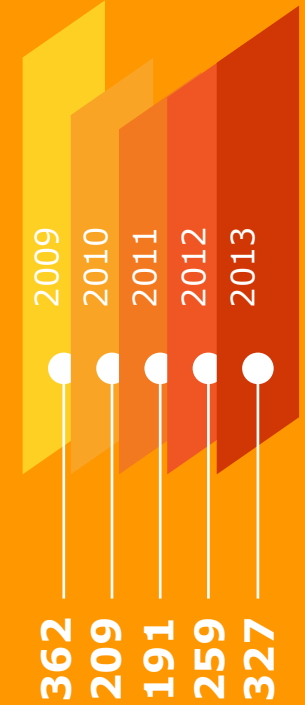
Propane

-68%
Change



Motor Diesel

+45%
Change



Motor Gasoline

-10%
Change

All totals are in gigajoules (GJ). All percentages are 2013 versus 2009 baseline. Bars indicate relative change only. Not to scale.

GHG Emissions

2015 Goal Actual

-15% -18%

Scope 1 (on-site)



-12%
Change

Scope 2 (remote)



+6%
Change

Total



+3%
Change


Per Unit Of Production



-18%
Change

All totals are in metric tons (MT), except the per-unit totals, which are in kilograms (kg). A unit of production is 1,000 pieces. All percentages are 2013 versus 2009 baseline. Bars indicate relative change only. Not to scale.

Geothermal Expansion



Our geothermal heating and cooling system is the largest single environmental initiative in Rockline's history.

Rockline's Booneville, Ark. facility has introduced a number of large-scale sustainability initiatives over the past five years. In previous reports, we have written about our geothermal heating and cooling system, the largest single environmental initiative in Rockline's history. The system uses the relatively constant temperature of the earth's crust to heat and cool our controlled wet wipe converting rooms more efficiently than conventional HVAC systems.

More importantly, Rockline's geothermal system has now doubled in size: currently, it boasts 240 wells that measure 400 feet in depth.

Using a closed-loop water-pipe works, the system sends water 400 feet below the earth's surface, which naturally stabilizes the water at 60° Fahrenheit. In the hot summer months, the water then proceeds through a chiller, and a fan system blows the chilled air into the production rooms. Similarly, in the warm months, the water runs through a hot coil, and the warm air is used to heat the production rooms. Because the system operates from a year-round 60° baseline, it uses less energy than traditional HVAC systems and enables Rockline to maintain internal production temperatures more efficiently—all resulting in cost savings that make Rockline's products a better value to its customers.

Wastewater

Wet Wipes, Coffee Filters, and Baking Cups all use water differently.



Water is one of the main raw materials in wet wipes, accounting for the majority of the product weight. Much of the water consumed by Rockline leaves our plant in the form of finished goods.

Therefore, Rockline defines wastewater as any water that is not a component of the products we manufacture. Our wastewater metric focuses on reducing the amount of water consumed by Rockline outside of the finished product.

This includes:

- *Water used in the creation of the wet wipe lotions that are wasted due to line inefficiencies*
- *Water used to generate steam, which gives basket-style coffee filters and baking cups their distinctive shapes*
- *Water used in quality testing and cleaning*
- *Water used by employees*

Rockline will never sacrifice product quality to save water, but focusing on more efficient water use, even in testing and cleaning, is a priority.

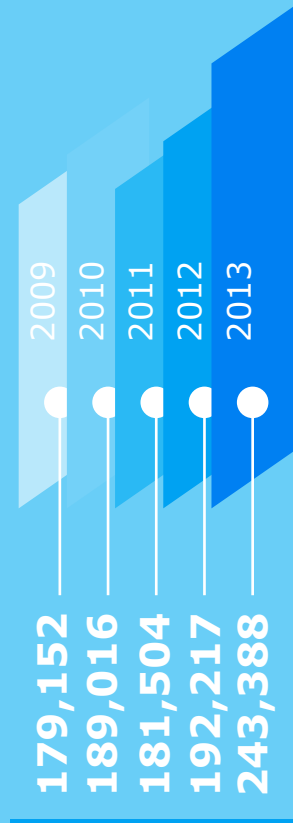
Wastewater

2015 Goal Actual

-5%

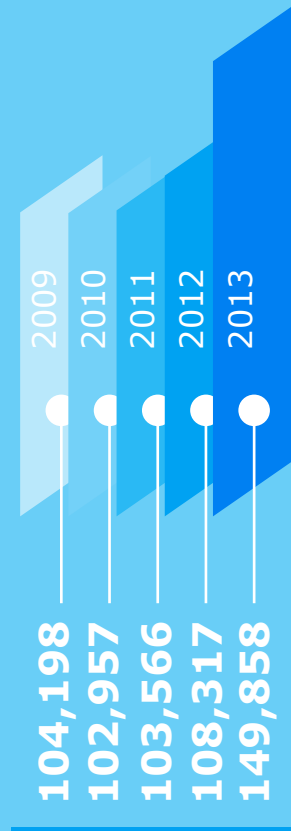
-2%

Incoming Water



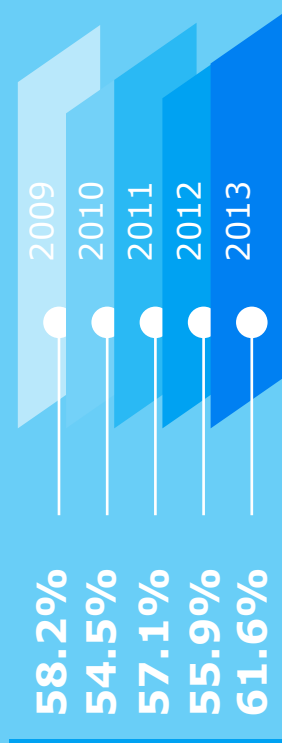
+36%
Change

Water Used In Products



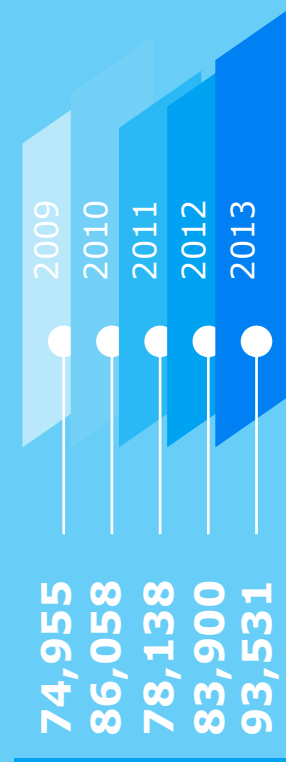
+44%
Change

% Of Water Used in Products



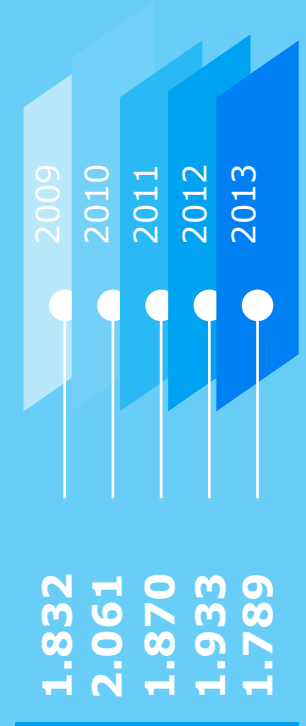
+3.4%
Change

Non-Product Water Use



+25%
Change


Per Unit Of Production



-2%
Change

All totals are in cubic meters (m³), except for per-unit water use, which is in liters (L). Bars indicate relative change only. Not to scale.

Solid Waste



The result of the inefficient use of raw materials.

Reducing waste ultimately means reducing the virgin natural resources needed to produce a finished good.

Rockline focuses on measuring, reducing, and eliminating waste from our manufacturing processes to provide better value to our customers.

Rockline defines solid waste as all waste leaving our facility regardless of how it is generated or handled. For example, our coffee filter production generates a high amount of waste because the round filters are cut from square sheets of paper. Even though the paper scrap is recycled, it is still considered waste, because a truly efficient process would use all of the paper.

Because solid waste is generated—and thus reduced—differently in coffee filter converting and wet wipe converting, we have separate metrics and set different goals for each.

Solid Waste

Solid Waste - Filters

Solid Waste - Wipes

2015 Goal Actual

-5%	-15%
-20%	-31%

Coffee Filters

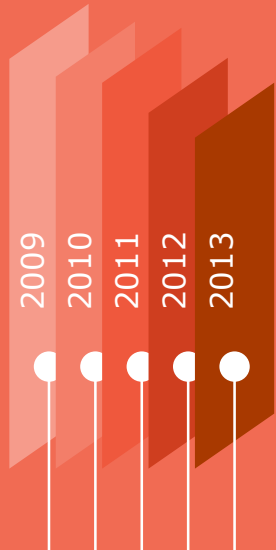
Per Unit Of Production

Wet Wipes

Per Unit Of Production

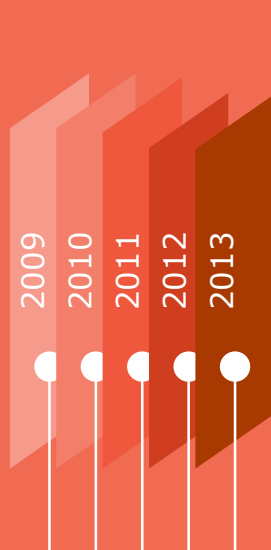
Total Solid Waste

Per Unit Of Production



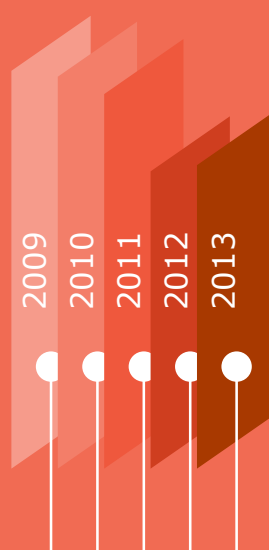
12,013
11,328
11,309
10,131
9,580

-20%
Change



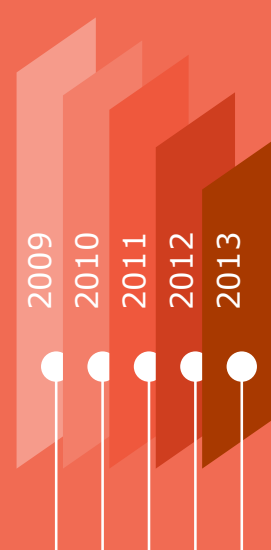
0.537
0.515
0.520
0.487
0.459

-15%
Change



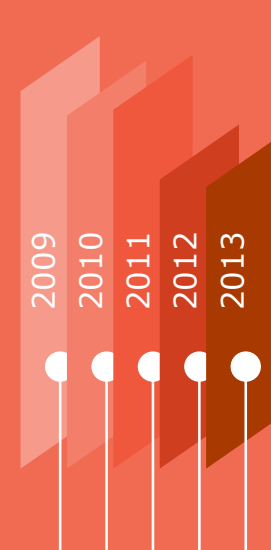
8,424
8,255
7,983
5,172
5,642

-33%
Change



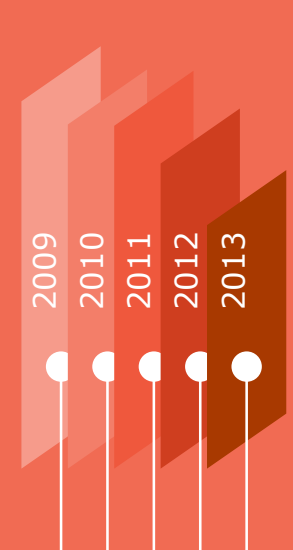
0.454
0.417
0.399
0.367
0.313

-31%
Change



22,529
19,583
19,292
15,303
15,182

-33%
Change



0.500
0.469
0.462
0.425
0.371

-26%
Change

Totals are in metric tons (MT). Per-unit totals are in kilograms (kg). All percentages are 2013 versus 2009 baseline. Bars indicate relative change only. Not to scale.

Landfill

All solid waste that is not recycled, reused, or incinerated for energy recapture is sent to landfill.

Ultimately, Rockline would like to eliminate solid waste entirely from its production processes, but where this is not yet feasible, Rockline's goal is to handle waste in a way that has the smallest impact on the environment.

Our landfill avoidance initiatives are captured in the landfill rate metric. To calculate our landfill rate, we divide the amount of waste sent to landfill by the total amount of waste leaving our facilities (which includes landfilled waste as well as recycled waste, waste incinerated for energy recapture, and waste donated for reuse).

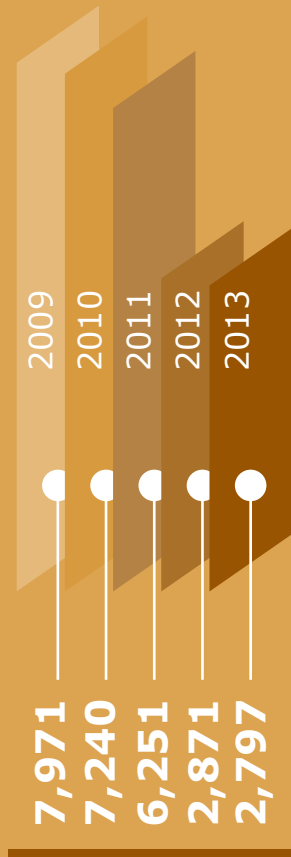


Landfill

2015 Goal Actual

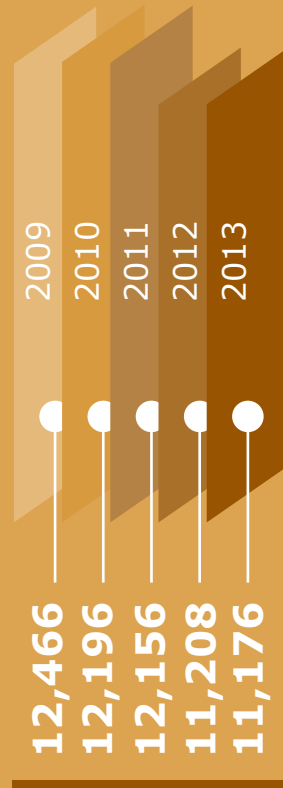
-5	-20.6
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Landfilled



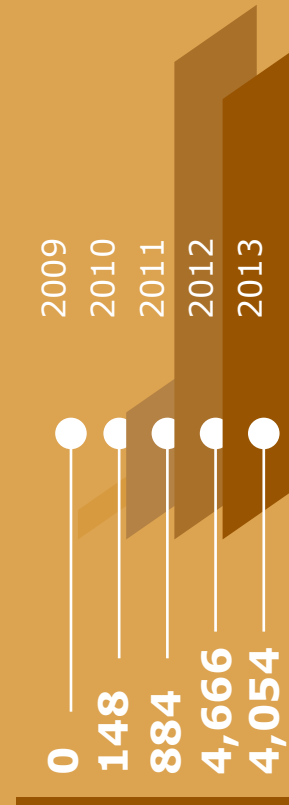
-65%
Change

Recycled



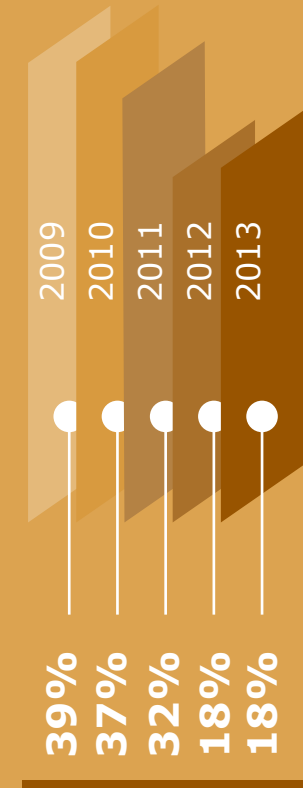
-10%
Change

Waste-To-Energy Incineration



Change

Landfill Rate



-20.6
Change

Totals are in metric tons (MT). Landfill rate is the percentage of total solid waste that was sent to landfill. Bars indicate relative change only. Not to scale.

Transportation

Rockline utilizes all major modes of transportation to ship finished goods, including truck, rail, ocean, and air freight.

Rockline evaluates the environmental impact of its transportation operations by measuring greenhouse gas emissions from the outbound transport of finished goods.

For each of the shipping modes utilized, Rockline has established a per-tonne-kilometer greenhouse gas emissions factor.

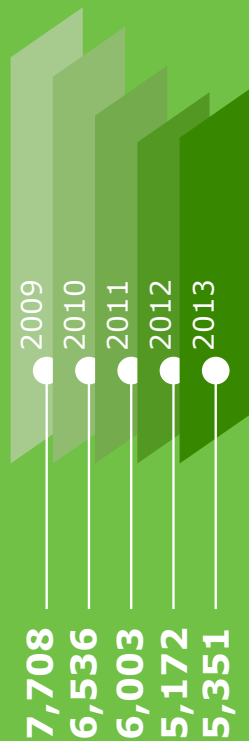
The factors for all modes are based on published sources, with the exception of less-than-truckload (LTL) shipping. As there is no standardized method of estimating carbon emissions from LTL shipments, Rockline adds a 20% premium to the truckload factor to account for the extra distance that LTL shipments typically travel.

Transportation

Outbound Shipping Footprint

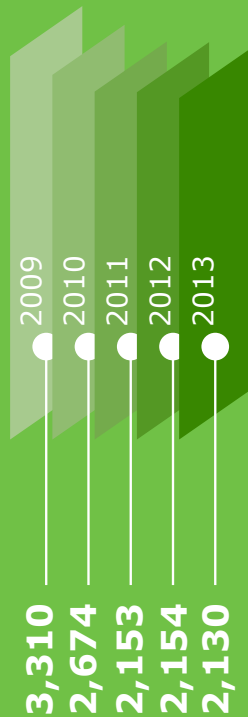
2015 Goal	Actual
-10%	-4%

Truckload



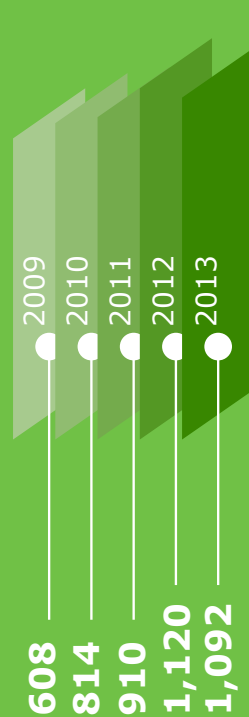
-31%
Change

Less than truckload



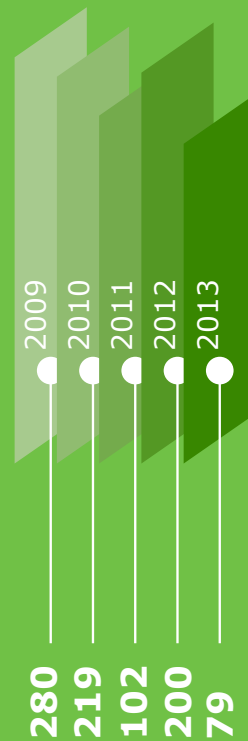
-36%
Change

Rail



+81%
Change

Ocean (container ship)



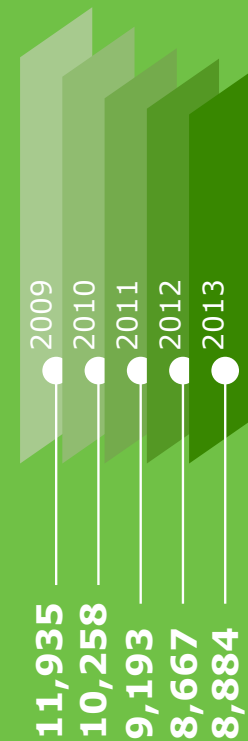
-72%
Change

Air



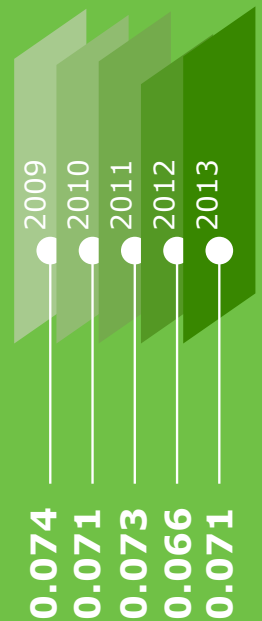
-86%
Change

Total



-26%
Change

Per Unit of Production



-4%
Change

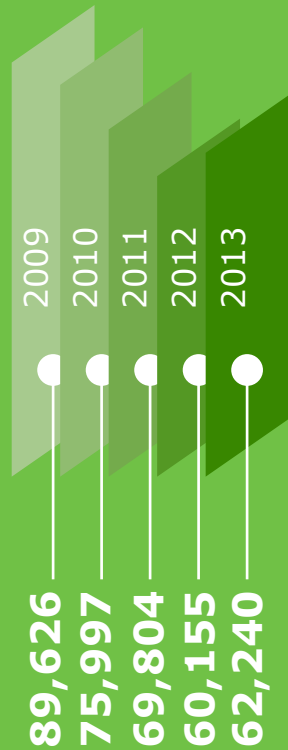
All totals in metric tons (MT) of CO₂-equivalent emissions, except for per-unit totals, which are in kilograms of CO₂-equivalent emissions. All percentages are 2013 versus 2009 baseline. Bars indicate relative change only. Not to scale.

Transportation

Outbound Shipping Modes

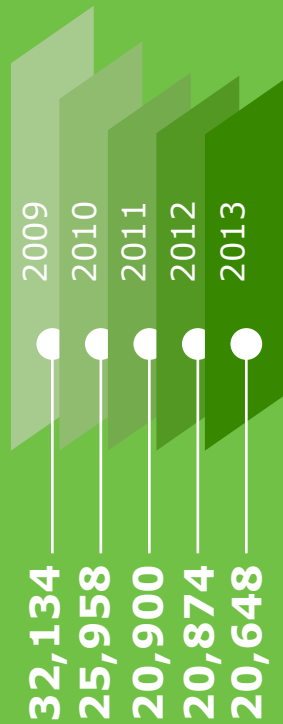
2015 Goal	Actual
-10%	-4%

Truckload



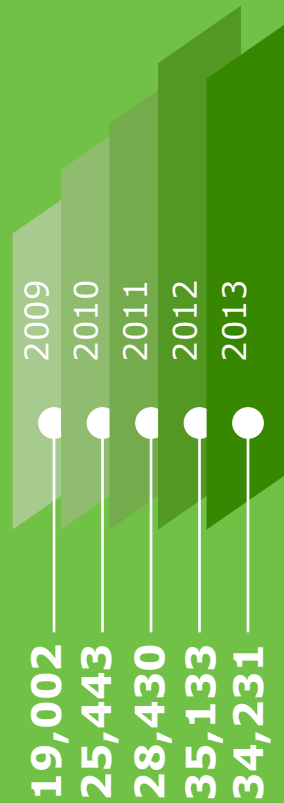
-31%
Change

Less than truckload



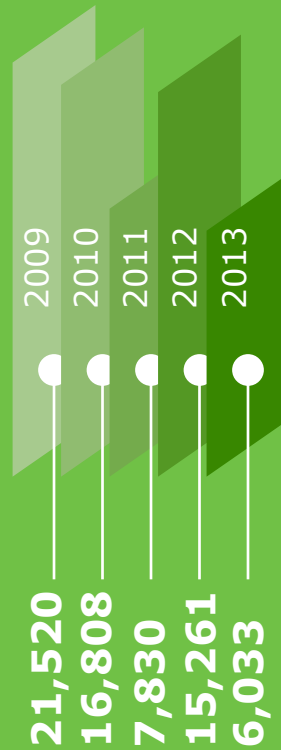
-36%
Change

Rail



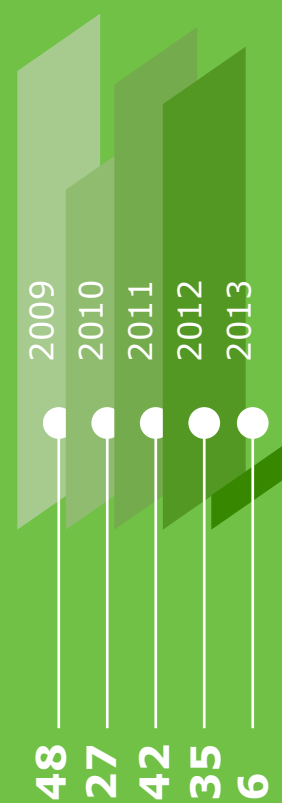
+80%
Change

Ocean (container ship)



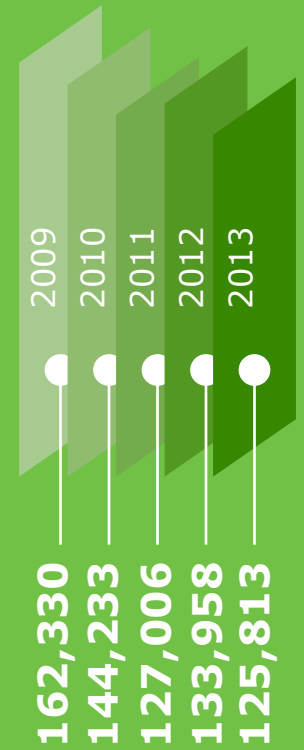
-72%
Change

Air



-88%
Change

Total



-22%
Change

All totals are in thousands of tonne-kilometers. All percentages are 2013 versus 2009 baseline. Bars indicate relative change only. Not to scale.

Looking Ahead

Thank you for taking the time to read our annual report. We hope you have a better understanding of our program and the initiatives in place to make us a better corporate citizen. This year our program will undergo a leadership change—Nina Schaub will become Rockline’s new Environmental Sustainability Coordinator. We look forward to the year ahead as we continue our downward trends in wastewater, solid waste, and emissions.

As always, we welcome any questions or comments.

Best regards,

Josh Eldridge

Former Sustainability Coordinator



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This report contains Standard Disclosures from the GRI Sustainability Reporting Guidelines

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