

Bell Incorporated Fact Sheet: Award-winning Sustainability initiatives



Overview

Bell's 2009 reuse and recycle programs saved almost half a million trees, 200 million gallons of water, more than 100 million kilowatts of electricity, and prevented almost 90,000 cubic yards of landfill waste and 1.5 million lbs of air pollution, based on EPA formula estimates.

That kind of impact doesn't happen overnight. You can't turn green on the proverbial dime, just because it's suddenly popular. Long before green was a buzzword, Bell's senior leaders saw that being good citizens of the planet would be good for the business, and good for Bell's customers. They laid out a sustainability vision that has made environmentally sound practice a daily habit for every Bell employee.

Bell's culture of sustainability

- **Vision** – Bell's leaders saw early on that sustainability was emerging with the same urgency, the same connection to business success, as ISO certification had years earlier.
- **Habit of transparency** -- willingness to expose the details of its operations to customers, suppliers and, in 2007, the certifying agency that awarded Bell Cradle to CradleSM certification for the millions of courier envelopes Bell makes for the U.S. Postal Service.
- **Power of persuasion and strong supplier relationships** –Winning Cradle to Cradle certification required that every supplier make its practices transparent, too – no easy feat, and possible only because Bell seeks out best-in-class suppliers who share its standards and values when it comes to sustainability.
- **Hiring for sustainability.** Every Bell employee participates – not just on the plant floor but in recycling office waste, or cans and newspapers in the lunch room. These are daily habits that people carry home with them, making life better for the entire community.

Bell's record of sustainability

Long before talk of “reduce, reuse and recycle” –a mantra at Bell--the company saw that waste directly impacts its bottom line as well as customer prices, so its practices of efficient, economical, environmentally safe operations are long-standing. Some examples:

- Many years ago, Bell implemented water recycling and reuse systems, switched to water-based inks, and developed a closed loop reclamation and reuse system for scrap.
- Earned Cradle to CradleSM Silver Certification for 200 million+ courier envelopes it manufactures for the U.S. Postal Service. Bell continues to work with its suppliers to ensure that recycled board grades and processes are manufactured in keeping with sustainable practices.
- By bringing its distilling equipment in-house in 2009 – which usually only the largest “integrated” printers and converters can afford to do--reduced the use of hazardous plate-etching chemistry and related transportation costs by 90%, virtually eliminated storage, handling and employee safety issues, along with nearly 100% of environmental waste from the chemicals.
- Uses rail cars rather than trucks for bringing in most of its paperboard.

Bell Incorporated Fact Sheet: Sustainability

- For its second plant, used energy-reduction materials and designed a linear workflow. No product is handled more than once, reducing use of fork trucks that burn gas.
- Renovated its other facility to include a type of wall that lets in natural light and decreases consumption of electricity for heating and lighting.
- Recycles heat from drying units on presses for heating manufacturing areas.
- Submits to voluntary, surprise audits by AIB International, a leading provider of independent food safety inspections. Receives highest rating, “superior,” every year.
- The vast majority (92%) of Bell’s pallet purchases are refurbished.
- Recycles almost everything, including production waste, raw components, plastic and wood plugs, steel banding, break room waste, office paper, spacers and dunnage from inbound trucks and rail cars, aluminum litho plates, computers and all electronics.

Recognition:

In addition to being first in its industry to achieve Cradle to CradleSM Silver Certification, Bell received the first-ever U.S. Postal Service Supplier Performance Award for sustainability, and won a 2008 “Green supply chain award” from Supply & Demand Chain Executive.

Bell has received extensive media recognition for its sustainability achievements, in national, trade, and Bell’s local media. The list includes numerous stories in *Industry Week*, *Inside Supply Management*, NBC and ABC affiliates, National Public Radio, *Bloomberg News*, *Associated Press*, *Packaging World*, *Paperboard Packaging*, the *Sioux Falls Business Journal*, the *Argus Leader*, *Sioux Falls Business News*, *Supply and Demand Chain Executive*, *Prairie Business News*, and *Official Board Markets*.

“Trees into Cartons, Cartons into Trees” – for the children of Sioux Falls:

Every Earth Day, Bell reaches out to school children in Sioux Falls, leading presentations and games that teach students about recycling, soil science, biology, social studies, and the natural renewability and sustainability of paperboard packaging. Students decorate their own ice cream cartons in which to plant new trees. Bell provides the cartons; Landscape Garden Centers provides the saplings. It’s part of a national program from the Paperboard Packaging Council.

Information: **Contact Bell Incorporated, 800-658-3396, or visit www.bell-inc.com**