



FOR IMMEDIATE RELEASE

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Sustainability Is a Natural Way of Business For Weatherchem

Cleveland, Ohio—With apologies to a famous frog, in the business world, it's not so difficult being green. That is, as long as you have a corporate-wide commitment to become a major player in environment-friendly sustainable packaging. Weatherchem Corporation, a designer and manufacturer of innovative dispensing closures, implemented an all-encompassing sustainable packaging initiative. A major part of their “greening process” was integrating permanent sustainability criteria into new product development.

Understanding the importance of sustainability in packaging is second nature to Weatherchem. After all, throughout its 35-year existence, Weatherchem has had a sustainability mandate well before sustainability became a buzz word in the industry. Part of the company's mission is to “maintain profitability in the long-term while being a good steward of the environment and planning for the future”. The company always understood that solutions should not only be business-friendly, but environmentally-friendly as well. As a manufacturer in the packaging industry, there is an added responsibility to be socially responsible.

Weatherchem recognizes The U.S. Environmental Protection Agency's estimation that packaging materials make up as much as one-third of the non-industrial waste stream, and that consumers prefer to deal with companies that inflict minimal harm on the environment. Weatherchem answered the challenge for significant change by designing its new LiquiFlapper® closure to be 10% lighter than similar competitive products. Also, all new products are now designed to be at least 10% lighter than the previous generation caps.

Other recent developments within Weatherchem's continuous sustainability improvement program include:

- Introducing a new sift-resistant, fully contained closure that eliminates a liner
- Making the paper and foils in liners thinner
- Reducing scrap by 2%
- Experimenting with bio-resins on current cap designs

Weatherchem's latest journey in attaining high standards for sustainability in packaging included no shortcuts. It consisted of a **customized workshop** for sales and management personnel and facilitated by The Center For Business as an Agent of World Benefit (BAWB). The workshop was instrumental in coming up with designs for experimental projects, such as reusing plastic scrap and manufacturing with bio-resins.

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A **sustainability steering committee** made up of personnel from all departments of the company, plus two outside advisors, was also formed. The committee's brain-storming sessions have identified experimental projects, such as a company energy audit, a sustainable lawn maintenance program, expanding participation in green education forums and conferences, and researching eco-efficient improvements in containers supplied by colorant vendor Colormatrix.

Another Weatherchem sustainability initiative is the encouragement of **resource conservation**. This includes reducing waste, using less natural gas, and using more energy-efficient light bulbs. In working with the community, the company's popular paper recycling program has turned out to be a valuable fund raising source for local schools.

Further, in 2008, Weatherchem will invest in **more energy-efficient machinery** for its operations. Weatherchem is evaluating a chiller that will utilize the naturally cold climate to cool presses. The chiller will eliminate water consumption and chemical use. The company also plans to purchase four new electric presses. These presses require 30% less energy and are cleaner than traditional hydraulic presses.

Proof that Weatherchem's proactive sustainable packaging initiative would bring significant benefits was made evident almost immediately. When one of the major packaging distributors requested a sustainability report, Weatherchem was one of the few packaging suppliers to give coherent, comprehensive answers. As Jennifer Altstadt, the President of Weatherchem, explained, "How we use energy, how we design our products, how we continue to do well by 'doing good' is exciting. Weatherchem's enduring success will be the result of our Sustainable Business Practices."

Weatherchem Corporation is an innovative manufacturer and marketer of convenient plastic dispensing closures and controlled access packaging. As the creators of the original Flapper® dispensing closure, Weatherchem now offers one of the industry's most innovative closure product lines. These include: Flapper®, FlapMate™, Grinder NR™, LiquiFlapper®, NutraFlapper®, NutraGen II™, and Agricap®. Whether designing or selecting packaging for a new product, or revamping the design of an existing product, Weatherchem has the closures that consumers love.

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