



NEWS RELEASE

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SUBJECT: **New Berlin-based manufacturer leader joins Green Tier**

NEW BERLIN – Wisconsin Department of Natural Resources Secretary Matt Frank today congratulated ABB New Berlin for its commitment to environmental protection while pursuing industrial excellence during a ceremony marking its entry into the Green Tier program.

“Through the Green Tier program, Wisconsin companies are leading the way towards environmental stewardship and economic competitiveness,” Frank said of the Green Tier program signed into law by Gov. Jim Doyle in 2004. “We congratulate ABB New Berlin for making environmental sustainability a key part of its business strategy, demonstrating that successful economic performance and environmental protection can go hand in hand.”

A developer and producer of motor drives, motors, generators and switchgears, ABB has made facility improvements in energy use, recycling and storm-water monitoring. Beyond the improvements at the New Berlin campus office and factory facility, the company has tapped employees’ expertise to improve the energy efficiency of ABB’s products which creates electricity savings for customers.

Future objectives for ABB include reducing chemical wastes, improving employee awareness of environmental initiatives and reducing energy consumption. Their new Green Team is going to take on environmental projects suggested by employees.

ABB recently upgraded lighting fixtures in the factory and main office, switching from metal halide lights to more efficient fluorescent lights. With this change, ABB expects to reduce energy consumption by at least 25%, reducing its carbon dioxide emissions by 193 tons annually. Annual energy bills are expected to be at least \$35,000 lower. With rebates, this project should pay for itself in just two years.

Aaron Aleithe, general manager and vice president of ABB New Berlin’s Low Voltage Drives and Low Voltage Motors businesses, said the work continues. “This is the first ABB site to sign on for this work and program -- and the first company in the city of New Berlin to participate in this program,” he said.

Green Tier encourages a collaborative approach to environmental performance between the DNR and Wisconsin businesses. As part of Green Tier, Wisconsin organizations voluntarily commit to reduce their environmental footprint by developing and implementing environmental management systems. These systems act as a roadmap, presenting organizations the opportunity to adopt new technologies and practices to continually improve their environmental performance.

ABB, Inc. is a Tier 1 member of Green Tier. In exchange for a commitment to superior environmental performance, the DNR grants benefits to Tier 1 participants, including a single point of contact with the department for easier communications, the use of the Green Tier logo in written marketing materials, deferred enforcement of civil violations, and annual public recognition of participation.

For more information on Green Tier and [ABB's](#) participation, visit DNR's Green Tier Web page at: <http://greentier.wi.gov>.