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Genmar Yacht Group in DNR's Green Tier

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Genmar Yacht Group has been named to the state Department of Natural Resources' Green Tier for demonstrating a commitment to superior environmental performance through its management practices.

The company has achieved a reduction in VOC emissions, small generator status due to successful hazardous waste minimization programs and a 40 percent reduction in wastewater discharges since 2004, according to a DNR news release.

By streamlining environmental requirements and encouraging new environmental technologies, Green Tier is designed to help environmentally responsible companies achieve both environmental and economic gains.

"Genmar Yacht Group is honored to have been approved for the Green Tier program," said Robert VanGrunsven, president of Genmar Yacht Group. "We have become a powerful, sustainable force in the marine industry by enhancing productivity, managing our costs and becoming stewards of the environment."

Genmar Yacht Group, formerly known as Carver Boat Corp., LLC, manufactures Carver brand and Marquis brand luxury yachts. In April they announced a major expansion to meet an increasing demand from overseas for larger yachts. The expansion includes more than \$4 million in state grants and loans and could create up to 450 new jobs.

Genmar Yacht Group has already made impressive strides in environmental excellence having reduced VOC emissions, implemented a facility-wide waste minimization program, and reduced their wastewater discharge. In particular, they have reduced their waste water discharge by 40 percent since 2004. Their goals under Green Tier include expanding their environmental management system and pursuing reductions in energy and water consumption.

"Genmar Yacht Group has developed a strong partnership with the Wisconsin Department of Natural Resources," said Environmental Manager Jeff Guenther of Genmar Yacht Group said. "We are honored to be the first yacht manufacturer accepted into the Green Tier program and will continue to be committed toward superior environmental performance in the future."

Further efforts include reducing waste, water and energy consumption, pursuing low-VOC/low-HAP products, and most importantly enhancing the pre-existing environmental management system already in effect.

"It's exciting when a global player like Genmar Yacht Group makes such a strong commitment to our environment," said DNR Secretary Matt Frank. "Their commitment shows environmental and economic performances can be linked in ways to improve their bottom line."

Green Tier is the first program of its kind in the nation. Under Green Tier, qualified businesses and associations make binding commitments to superior environmental performance. In exchange, these businesses are given incentives proportional to their environmental commitments. Green Tier enables good environmental actors to perform even better and recognizes their work. This allows DNR to focus its resources on those facilities that need greater attention and assistance in meeting environmental requirements.

Genmar Yacht Group is a Tier 1 participant in Green Tier. In

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