



NEWS RELEASE

Wisconsin Department of Natural Resources
101 S Webster, P.O. Box 7921, Madison, WI 53707
Phone: (608) 266-6790 TDD: 711
dnr.wi.gov www.wisconsin.gov

DATE: September 6, 2006

CONTACT: Laurel Sukup, DNR, (715) 365-8936
Dave Dickson, Kimberly-Clark, (972) 281-1481

SUBJECT: Kimberly-Clark Experimental Mill to participate in Green Tier program

NEENAH – Kimberly-Clark’s Experimental Mill has been accepted into Wisconsin’s Green Tier program. Department of Natural Resources and company officials marked the occasion today by recognizing the firm’s commitment to significantly reduce water usage and to continue waste minimization efforts.

Green Tier is a program for environmentally responsible businesses in Wisconsin, and the first program of its type in the nation. Qualified businesses and associations make legal commitments to superior environmental performance through agreements or contracts negotiated with the DNR.

In exchange, these businesses are given incentives to achieve superior environmental performance. Green Tier makes it easier for good environmental actors to perform even better, allowing the DNR to focus its resources on facilities that are not meeting environmental requirements.

“Wisconsin’s tissue industry is a critical part of our economy,” said DNR Secretary Scott Hassett. “Kimberly-Clark’s participation in the Green Tier program will help them develop systems that result in further environmental improvements. Their commitment demonstrates how cooperative efforts between government and industry can produce economic growth and environmental progress.”

As part of the company’s commitment to environmental improvement, Kimberly-Clark Experimental Mill has installed a closed loop system on an air compressor, reclaimed cooling water from air conditioners for “next day use” in the tissue making process, and reduced energy consumption. As part of its Green Tier participation, Kimberly-Clark Experimental Mill will expand upon its past successes and its Environmental Management System will identify additional areas for environmental improvement.

“K-C has long recognized the importance of environmental innovation and finding new ways to make both business and environmental progress and we’re pleased to join this Wisconsin program dedicated to these same objectives,” said Kenneth A. Strassner, Kimberly-Clark’s Vice President of Global Environment, Safety, Regulatory and Scientific Affairs.

The Kimberly-Clark Experimental Mill in Neenah employees approximately 30 people. The facility's primary function is to develop and deliver a continuous stream of innovative product and process solutions for the company's family care business sector.

Kimberly-Clark Experimental Mill is participating in the Green Tier program's Tier 1 level. Tier 1 companies are environmental innovators with proactive management teams that are building systems needed to maintain and exceed environmental standards.

In addition to Tier 1, the program offers participation in Tier II and Charters. Companies interested in participating at either the Tier I or Tier II level must demonstrate a history of compliance with state and federal regulations and a systematic approach to superior environmental performance.

Tier I participants must commit to implement either an ISO 14001 Environmental Management System or a functionally equivalent system within one year of acceptance into the program. Tier II participants must demonstrate a record of superior environmental performance and have an effective Environmental Management System with a history of environmental excellence.

A Charter is a contract entered into by the DNR and an association of business sectors, regions or other groups to establish and meet environmental objectives. The term of a charter can be between three and 10 years, with opportunity for renewal.

Benefits for Green Tier participants include specific flexibilities outlined in statute or individual contracts and charters, a single point-of-contact at DNR to aid communications, and use of the Green Tier logo for marketing. DNR recognizes participants for superior environmental performance with a numbered certificate. The Green Tier program also offers limited deferred civil enforcement. Companies conducting inspections and reporting violations as discovered will not be fined for their actions provided that corrective actions are undertaken within an agreed upon time.

For more information about Green Tier, visit the DNR Web site at greentier.wi.gov