



NEWS RELEASE

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SUBJECT: Professional Plating, Inc. to Participate in Green Tier Program

BRILLION, Wis. – Professional Plating, Inc., a metal finisher, was welcomed into the state’s Green Tier program with a celebration today at their facility in Brillion, Wisconsin. Green Tier encourages businesses and organizations to go beyond current rules and regulations to reduce their impact on the environment.

“Professional Plating is a Wisconsin business making a strong commitment to Wisconsin’s environmental performance and economic strength” said DNR Secretary Matthew Frank. “Green Tier is DNR’s tool to recognize their environmental performance and engage with them to help Wisconsin Grow.”

Professional Plating is completing a 65,000 square foot expansion and will likely be hiring up to 30 new people. In September the City of Brillion received a Community Development Block Grant from the State of Wisconsin for enhancing roads, water mains and sewage services to Professional Plating and neighboring Endries International. Endries International recently completed a 101,000 square foot addition.

Professional Plating, Inc. has been in the metal finishing business for 29 years. It provides suppliers with e-coating, plating and powder coating services. Professional Plating’s environmental activities have taken them beyond mere compliance with environmental laws. For example, they installed a waste treatment system that reduced their hazardous waste generation by 75%. And they have also reduced volatile organic compound (VOC) emissions by 65% over four years.

"With our acceptance into the Green Tier program we are once again raising our bar to look for new ways to continue to enhance our positive environmental footprint," said Larry Dietz, General Manager of Professional Plating, Inc. "Through reducing emissions, decreasing the amount of waste that is generated, reducing chemical and water usage, active recycling programs and our overall commitment to enhance our environmental performance, we have laid the solid foundation to continue to make a favorable environmental impression."

As a Green Tier participant, Professional Plating plans to enhance its environmental performance by:

- Increasing efficiency of water use with state-of-the-art process equipment;
- Continuing to reduce VOC emissions;
- Increasing zinc recovery and reducing chemical usage with a new barrel plating system;
- Working with the US Environmental Protection Agency to secure their facility as a non-hazardous waste generator; and
- Operating with an Environmental Management System that will provide a framework for continuous improvement activities.

Governor Jim Doyle signed Green Tier into law in 2004 to encourage 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.

Professional Plating is a Tier 1 participant in Green Tier. In exchange for a commitment to superior environmental performance, the DNR grants benefits to Tier 1 participants including deferred civil enforcement, a single point of contact within the department, use of the Green Tier logo on written materials, and annual public recognition of participation.

For more information on Green Tier and Professional Plating, Inc., visit

<http://dnr.wi.gov/org/caer/cea/environmental/participants/proplating/index.htm>