



NEWS RELEASE

Wisconsin Department of Natural Resources

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SUBJECT:

Four Rockwell Automation facilities Admitted to State's Green Tier Program

MILWAUKEE – Rockwell Automation cemented its commitment to be an environmental leader today when welcomed into Wisconsin's Green Tier program by Department of Natural Resources Secretary Matt Frank at the company's global headquarters in Milwaukee.

“As one of the 10 largest companies in the state, Rockwell Automation's commitment to environmental excellence is good not only for the company, but for all citizens of the state,” Frank said. “Rockwell's environmental initiatives have reduced its carbon footprint through energy conservation and increased reliance on clean and renewable energy. They have made great strides in reducing waste and improving their competitiveness in a global economy.”

Rockwell Automation is a leading global provider of industrial automation power, control and information systems and services that help manufacturers achieve a competitive advantage in their businesses. The company employs approximately 20,000 people worldwide and serves customers in over 80 countries. As part of the Green Tier program, Rockwell has enrolled its facilities at Milwaukee, Ladysmith, Mequon and Richland Center.

“Rockwell Automation strives to be an environmental management leader and go beyond rules and regulations. We are constantly looking for ways to reduce energy consumption, generate less waste, and divert our waste stream from landfills,” Majo Thurman, Director, Environmental, Health, and Safety, said. “By concentrating on the basics and utilizing many of the same Rockwell Automation energy management products and services our customers use, in 2007 we consumed 14 percent less electricity, and 7 percent less liquid fuels and natural gas when normalized to sales.”

Four of Rockwell's facilities, all with certified Environmental Management Systems, are participating in Green Tier. Rockwell's Ladysmith facility employs 240. As of 2006, 16 percent of the facility's energy is renewably sourced. The Ladysmith facility's employees participate in a local adopt-a-street program and in their local Earth Day event. In 2007, 83% of its non-hazardous solid

waste was either reused or recycled. Their goals as a Green Tier participant include reductions in energy use and hazardous waste.

The Mequon facility employs 904 people. The facility is not new to environmental efforts. Its EMS has been certified for 11 years. Fluorescent lights have been retrofitted and cubical space has been consolidated, leading to large reductions in their energy use, and the facility consistently sees non-hazardous waste deferral rates above 80%. Future objectives and targets include energy and water use minimization as well as increased plastic recycling.

Rockwell's Milwaukee headquarters employs 2,921 people. In 2007, the facility has recycled or reused over 65% of its non-hazardous solid waste. Last year, the Milwaukee facility recycled roughly 800,000 pounds of scrap metal and 300,000 pounds of wood and wood products. Their future plans include energy conservation projects and encouraging employees to recycle.

The Richland Center facility employs 736. For the past four years, the facility had achieved an astonishing 94% non-hazardous solid waste deferral rate. Twelve percent of its employees participate in a community environmental stewardship program, and more than 2 million pounds of ferrous metal was recycled in 2006. Their goals as a Green Tier participant include installation of high-efficiency fluorescent lighting and eliminating a current source of hazardous and non-hazardous waste by switching to a new painting system.

Gov. 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 an environmental management system. The system acts as a roadmap for the organization, continually revealing opportunities to adopt new procedures and technologies that improve their environmental performance.

All four Rockwell Automation facilities are Tier 1 participants in Green Tier. In exchange for a commitment to superior environmental performance, the DNR grants benefits to Tier 1 participants including recognition, a logo used by all Green Tier companies, and a collaborative relationship to assure compliance and superior environmental performance. DNR and Rockwell Automation see this relationship as an advantage for both business and the environment.

For more information about Green Tier and Rockwell Automation's efforts, visit the DNR Web site at <http://greentier.wi.gov/> or view Rockwell Automation's 2007 Corporate Responsibility Report online at http://www.rockwellautomation.com/about_us/responsibility.html.