



NEWS RELEASE

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DATE: May 15, 2006

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SUBJECT: Serigraph, Inc. Expands Environmental Efforts through Green Tier Program

MADISON – Serigraph Inc., a lithographic printer located in West Bend, Wis., is one of the first companies in the printing industry to be accepted into the state’s pioneering Green Tier program. Serigraph, Inc. was honored today in a ceremony hosted by Wisconsin Department of Natural Resources Secretary Scott Hassett and Southeast Regional Director Gloria McCutcheon for its past successes to reduce hazardous waste and emissions and its agreement to identify additional areas for environmental improvement.

Green Tier is a new 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 and charters negotiated with the DNR.

In exchange, these businesses are given incentives to achieve their environmental goals. Green Tier makes it easier for good environmental actors to perform even better, allowing the DNR to focus its resources on facilities that need to meet environmental requirements.

“The Green Tier program, a key component of Governor Doyle’s “Grow Wisconsin” and Conserve Wisconsin” plans, shows that environmental achievement and economic development are not mutually exclusive,” said DNR Secretary Scott Hassett. “To create jobs and keep our communities strong, Wisconsin businesses must be able to compete and also ensure that our quality of life is maintained for generations to come.”

As part of its participation in Green Tier, Serigraph Inc. will continue to use its environmental management system (EMS) to outline goals and plans that will result in environmental improvements in the company’s operations.

“The complexity of environmental challenges facing Wisconsin demands that we move beyond the current compliance model,” said John Torinus, Serigraph Inc. CEO. “The central idea behind Green Tier is that it takes cooperation among the government, industry and environmentalists to produce economic growth and environmental progress.”

The company currently operates four plants on three sites in West Bend that employ 840 people. Serigraph was one of the first printers to recover solvent from used wipes in order to minimize air emissions. In 1999, Serigraph received the DNR's Partners for Clean Air award and was a recipient of the Wisconsin Manufacture and Commerce's Business Friends of the Environment award in 2003.

Serigraph Inc. will join the Green Tier program as a Tier 1 participant. 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 Green Tier program offers participation at the Tier 2 level. Tier 2 participants must demonstrate a record of surpassing environmental regulatory requirements and have an effective Environmental Management System with a history of environmental excellence. In time, Serigraph plans to become a Tier 2 participant.

Incentives for Green Tier participants include specific flexibilities outlined in statute or individual agreements and charters, a single point-of-contact at DNR to aid communications, and use of the Green Tier logo for marketing. The 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 www.greentier.wi.gov. For more information on Serigraph's participation in Green Tier, see <http://dnr.wi.gov/org/caer/cea/environmental/participants/serigraph/index.htm>.