



NEWS RELEASE

Wisconsin Department of Natural Resources South Central Region

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DATE: September 1, 2009
CONTACT: Mark McDermid, DNR Cooperative Environmental Assistance, Madison:
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SUBJECT: *Middleton-based Standard Imaging seeks Green Tier status*

MIDDLETON -- The Wisconsin Department of Natural Resources is seeking public comment on the application by Standard Imaging, Inc. of Middleton, Wisconsin to be accepted into Wisconsin's innovative Green Tier Program.

Standard Imaging, 3120 Deming Way, Middleton, has become a leading supplier of radiation calibration and quality assurance instruments for health care. A winner of the *2008 Wisconsin Business Friend of the Environment Award* for Environmental Stewardship in the Small Company Category, the firm has a corporate emphasis on eco-friendly products and processes.

Their new facility incorporates geothermal heating and cooling. The company has set a goal of 10% of their electrical energy from solar power and has recently installed tracking solar panels. Additional goals include reducing radiation exposure and paper usage, increasing the use of local suppliers, and engineering future products to accomplish predetermined environmental and economic goals.

In addition, the company has committed to have an environmental management system in place within a year of acceptance into the Green Tier program to help them manage their environmental footprint.

DNR's Green Tier seeks to secure commitments to superior environmental performance and works with participants to share the results of those commitments. Participation in this program is strictly voluntary. In order to be accepted into the program, an applicant must have a good environmental record, commit to superior environmental performance, and implement an Environmental Management System.

Standard Imaging's application is for Tier I of the Green Tier program, which is designed to recognize superior environmental performance and build working relationships that yield continual environmental and economic performance.

Citizen participation is welcomed as community involvement and open communication are important goals of Green Tier. DNR will accept public comments on the company's Green Tier application through October 1, 2009.

More information about Standard Imaging's Green Tier application can be found at <http://dnr.wi.gov/org/caer/cea/environmental/comment/index.htm> or by calling Mark McDermid at 608-267-3125. Written comments can be sent directly to Mr. McDermid at mark.mcdermid@wisconsin.gov.