



NEWS RELEASE

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DATE: For Release: Tuesday, May 6, 2008

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SUBJECT: Winsert, Inc. pursues big green goals as a Green Tier participant

MARINETTE -- Winsert, Inc., a manufacturer of heat and wear resistant products, became part of a growing number of dynamic, forward thinking businesses that are participating in Green Tier. Representatives of DNR welcomed Winsert, Inc. into Wisconsin's Green Tier program today with a celebration at the company's facility in Marinette. As a Green Tier participant, Winsert pledges to achieve environmental excellence, particularly in the areas of hazardous waste reduction, energy efficiency, and elimination of waste water.

"Winsert sets a wonderful example for green manufacturing," said DNR Secretary Matt Frank. "By looking deep into their processes and practices and making environmentally sustainable adjustments, Winsert is strengthening the environmental and business health of the community and the state."

Winsert employs approximately 150 people in the manufacture of valve seat inserts and other heat and wear resistant products for combustion engines and turbines as well as for the food and beverage industry and pharmaceutical industry. They also research and develop high-performance metal alloys for their customers.

"Winsert has always strived for continuous improvement in all of our processes with the environment being a priority," said Paul Lemery, Winsert's Vice President of Administration. "Years ago that meant simply meeting environmental regulations whereas now our goals have gotten much bigger and we keep attaining and surpassing them."

Winsert has had numerous environmental and economic successes, including certification since 2003 for the international standard for environmental management systems (ISO-14001). Many of their processes now reuse or recycle waste. Their hazardous waste is reduced to that of a Very Small Quantity Generator, and various initiatives have cut their electricity, water and natural gas usage.

As a Green Tier participant, Winsert has set the ambitious goal of eliminating all hazardous waste and process waste water generation from their operations. At one time Winsert generated in excess of 10,000 pounds of hazardous waste per year. By the end of July, when the final pieces of equipment have been installed, Winsert will no longer generate any hazardous waste and will no longer discharge any waste water from its processes.

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 plans act as a roadmap, presenting organizations the opportunity to adopt new technologies and practices to continually improve their environmental performance.

Winsert 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 recognition, a logo used by all Green Tier companies, and a collaborative relationship to assure compliance and superior environmental performance. DNR and Winsert, Inc. see this relationship as an advantage for both business and the environment.

For more information about Green Tier and Winsert Inc.'s efforts, visit the DNR Web site at greentier.wi.gov.