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ISO/TS16949  
ISO14001



May 7, 2008

### Winsert Honored With “Green Tier I” Designation by Wisconsin State DNR

Marinette WI – Winsert, Inc. was honored with Green Tier I designation by Wisconsin Secretary of Natural Resources Matt Frank and a host of statewide and local public and corporate leaders at a major event held May 6, 2008 at its corporate offices in Marinette, Wisconsin. Mr. Frank made the formal presentation to Trisha La Via, President and COO in front of the entire Winsert employee team.

Winsert, founded in 1977 by Chairman and CEO Stephen Dickinson, is one of very few manufacturing companies to earn this award of recognition and the only valve seat insert and related products company in the United States to do so. The DNR’s Green Tier qualification criteria are strict for any company, but doubly challenging for one engaged in high-volume, premium alloy manufacturing like Winsert.

While the Green Tier I award is the most recent and most powerful recognition of Winsert’s advanced commitment and leadership in protecting the environment, it is not the first. 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. Winsert intends to leave no marks other than that of excellence for its customers, as mirrored by the banner that occupies center stage in the production area, which states, “Winsert: Clean and Green Before It Was Cool”.



L-R: Marinette Mayor Robert Harbick, DNR NE Reg. Dir. Ron Kazmierczak, DNR Secretary Matt Frank, Winsert President/COO Trisha La Via, Winsert Chairman/CEO Steve Dickinson,, State Senator David Hansen, Winsert VP Paul Lemery

In addition to DNR Secretary Frank, the depth and breadth of the special attendees at Winsert's Green Tier event was a clear definition of the award's importance to the state, the Marinette area and to the employees:

**Attendees from the Wisconsin Department of Natural Resources**

- Matt Frank, Wisconsin DNR Secretary
- Ron Kazmierczak, Wisconsin DNR Northeast Regional Director
- Dave Hildreth, DNR Northeast Regional Air and Waste Leader
- Michelle Farley, DNR Air Management Engineer
- Carolyn Hogg, Project Coordinator, DNR Bureau of Cooperative Environmental Assistance
- Mark McDermid, Director, DNR Bureau of Cooperative Environmental Assistance, DNR
- Tom Eggert, DNR Northeast Region Business Sector Specialist
- Shelley Heilman, DNR Environmental Assistance Outreach Coordinator

**Wisconsin State and Marinette Area:**

- David Hansen, Wisconsin State Senator
- Ted Sauve, Marinette County Board Vice-Chairman
- Steven Corbeille, Marinette County Administrator
- Robert Harbick, Marinette Mayor
- Sandra Saunier, Marinette City Council President
- Mary Johns, Marinette Chamber of Commerce
- Jeff Mayou, City of Marinette Waste Water Facility
- John Reinke, President, Stephenson National Bank
- Scott Gerarden, Waste Management Inc.

**National event coverage:**

<http://www.myfoxnewswisconsin.com/myfox/pages/Home/Detail?contentId=6481419&version=2&locale=EN-US&layoutCode=VSTY&pageId=1.1.1>

Further information from the DNR about Green Tier: [greentier.wi.gov](http://greentier.wi.gov).

The attached formal release from the Wisconsin Department of Natural Resources provides further information about the importance of Winsert's Green Tier I accomplishment.

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## NEWS RELEASE

**Wisconsin Department of Natural Resources**  
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**DATE:** For Release: Tuesday, May 6, 2008  
**CONTACT:** Michelle Farley, DNR, 920-662-5495  
Paul Lemery, Winsert, Inc., 715-735-8124  
**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](http://greentier.wi.gov).



