

State of Wisconsin
DEPARTMENT OF NATURAL RESOURCES
101 S. Webster Street
Box 7921
Madison WI 53707-7921

Scott Walker, Governor
Cathy Stepp, Secretary
Telephone 608-266-2621
FAX 608-267-3579
TTY Access via relay - 711



September 30, 2015

Marshall Atkinson
Visual Impressions, Inc.
6600 W. Calumet Rd.
Milwaukee, WI 53223

Subject: Welcome to Green Tier – Tier 1

Dear Mr. Atkinson:

Congratulations! We are glad to welcome you into Tier 1 of Green Tier. You join a group of companies who are not only committed to superior environmental performance, but also to superior economic performance.

In recognizing your past accomplishments and future commitments we promise to work towards promoting and recognizing your facility for taking the lead in environmental protection while assuring economic stability and growth. We are committed to publicizing Visual Impressions as a Green Tier participant on the DNR website. Undoubtedly, there will be other opportunities to bring attention to your accomplishments, and we hope to assist you in doing so as a Green Tier partner.

Jessica Lawent has been assigned as your single point of contact. She can be reached at (414) 263-8653 or at jessica.lawent@wisconsin.gov. Please contact Jessica with any questions concerning communications, required approvals, or technical assistance you may need. For your convenience the attached Commitment Outline points out your benefits and important dates that affect your participation.

On behalf of the Wisconsin Department of Natural Resources, I am proud to extend this welcome to you. We are committed to working with you to build a customized relationship under the Green Tier program. I am excited to embark on our new relationship and my staff is ready to assist as your business grows.

Sincerely,

/s/ Cathy Stepp

Cathy Stepp
Secretary

Cc: Jessica Lawent

Attachments: Green Tier Commitment Outline
Green Tier Logo Files and Guidance CD
Green Tier Annual Report Guidance

Green Tier Commitment Outline for Visual Impressions, Inc.

I. Approval Date – September 30, 2015

II. Green Tier - Tier 1

- **Deferred Civil Action:** You are entitled to Deferred Civil Enforcement as described in statutes (299.83(6m)(d)). In brief, if you discover a violation of an existing environmental requirement, provide us notice of your discovery and a corrective action plan and documentation of your EMS changes that ensure the violation will not happen again, you are entitled to protection from any civil penalties that the DNR might otherwise impose.
- **Green Tier Logo:** You can use the Green Tier logo on materials related to your facility. The CD provided in your packet provides additional guidelines and information.
- **Single Point of Contact (SPOC):** Jessica Lawent- WDNR, (414) 263-8653, jessica.lawent@wisconsin.gov
- **Minimum Inspection Frequency** – After you have implemented an EMS you are entitled to inspections at the lowest frequency permitted by the programs under law. We will work with you to determine how this will work for you.
- **Recognition** – Along with the numbered certificate of recognition, the department will host a participant web page for easy reference.

III. Environmental Management Systems (EMS)

- You have agreed to have your EMS in place on or before **September 30, 2016**. As a Sustainable Green Printing Partnership (SGP) certified printer you are able to utilize the supplementary criteria outlined in Appendix A of the Green Tier Charter for Superior Environmental performance with the Printing Industry in Wisconsin: <http://dnr.wi.gov/topic/GreenTier/Participants/Printing.html>. By meeting these criteria in addition to your certification to the SGP Sustainable Management System (SMS) you will satisfy the EMS functional equivalency required under Green Tier. For guidance on how to demonstrate the functional equivalency of your EMS, please see: <http://dnr.wi.gov/files/PDF/pubs/co/CO503.pdf>
- At least one time prior to **September 30, 2016** and every year thereafter, perform an environmental management system audit. Every third year this audit must be done by an outside environmental auditor approved by the Department or certified by RABQSA. SGP shall appoint such an auditor. Your first external audit should be completed on or before **September 30, 2018**. For a list of currently approved auditors see: <http://dnr.wi.gov/topic/GreenTier/Auditors.html>

IV. Annual Reporting

- **Reporting on Environmental Performance Commitments:** Your first annual report should provide data on your progress toward meeting your environmental performance commitments laid out in your Green Tier application and subsequent correspondence. You identified the following:
 1. Divert waste embroidery stabilizer material or source a less impactful material
 2. Implement a plan to monitor and reduce air compressor leaks
 3. Investigate energy improvements including: sealing dock doors, upgrading lighting, improving air circulation, and improving printing processes.
- **First Annual Report Due Date** - By mutual agreement we have agreed to **September 30, 2016** and annually thereafter. (Please feel free to discuss alternative reporting dates with Jessica Lawent - WDNR, (414) 263-8653, jessica.lawent@wisconsin.gov should your needs change.)
- Annually you will need to report progress on commitments that you have made (the environmental objectives and targets) with information that will give us context for those commitments. For example, if you have a goal to reduce waste generated then the context would be total amount (weight, etc.) of waste generated. We will work with you to find the context reporting that will work best for you. You will also need to identify any new environmental objectives and targets for the

next year, report the findings of your annual EMS audit and response to the findings. For more details about annual reports and a metrics reporting spreadsheet see:

<http://dnr.wi.gov/files/PDF/pubs/co/CO521.pdf>

<http://dnr.wi.gov/topic/GreenTier/documents/SustainabilityMetricsSpreadsheet.xlsx>

- Please provide annual Green Tier Reports to both this email address: GreenTier@Wisconsin.gov and to your SPOC, jessica.lawent@wisconsin.gov. Electronic submission is preferable.