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Subject: Excavating Contractor C.W. Purpero welcomed into Green Tier

MILWAUKEE - An Oak Creek-based excavation and construction company well known for recycling industrial materials and using them in their projects has been accepted into Wisconsin's innovative Green Tier program, state environmental officials say.

C.W. Purpero, Inc. president Phil Purpero lead the ceremony Thursday evening at Milwaukee's Italian Community Center and were joined by local leaders, C.W. Purpero staff, and Wisconsin Department of Natural Resources (DNR) officials.

DNR Secretary Cathy Stepp extended her congratulations saying, "I am privileged to welcome C.W. Purpero into the Green Tier family of Wisconsin businesses," said Secretary Stepp. "You are building southeastern Wisconsin's economy and infrastructure with an environmental mind-set."

C.W. Purpero is participating in Tier 1 of the program, which is designed to encourage new goal setting and innovation. Green Tier encourages businesses and other organizations to voluntarily collaborate with DNR to move beyond compliance with regulations and to achieve superior environmental performance. To participate, an applicant must have a good environmental record, commit to exceeding environmental minimums and implement an internationally accredited environmental management system.

"We are proud of the accomplishments that made this possible, and we also look forward to the challenge ahead to substantially up our game in our sustainable practices," said Phil Purpero, president of C.W. Puper. "We will be working with the DNR in a way that will bring added value to our projects that just wasn't possible before. This commitment is central to fulfilling our company's mission to stand out as a valued partner in the construction industry."

C.W. Purpero works on both public and private sector projects throughout Wisconsin that range from site development and road work to shoreline rehabilitation and environmental restoration. It also maintains a firm commitment to sustainability in its own operations, including upgrades to LED sign lights, recycling waste oils, and using emission reduction scrubbers on older equipment.

C.W. Purpero's sustainability ethic plays an important role on its job sites, particularly in recycling efforts and beneficial reuse of industrial waste as follows:

- Pavement materials, which are crushed on site when possible and reused in the project
- Metal building materials, including structural steel, metal decking, and copper wiring
- Fly ash and kiln dust, used for moisture reduction in engineered soils
- Foundry sand, used as foundation or utility pipe backfill or structural fill for paved areas

The company has partnered with DNR to help educate its industry on reuse practices related to Wisconsin's Beneficial Use of Industrial Byproducts (NR538) -- a state authorized voluntary environmental program that encourages reuse of industrial byproducts rather than landfilling them. This preserves resources, conserves energy, saves landfill space and reduces the need for additional quarries and soil borrow pits.

As part of its acceptance into Green Tier, C.W. Purpero will implement an Environmental Management System, or EMS – a “plan-do-check-act” tool that helps a company understand its environmental impacts. An EMS will set benchmarks to measure environmental improvements and allow C.W. Purpero to monitor its sustainability performance with indicators such as greenhouse gas emission reductions, energy conservation, and recycling practices. As a participant in Green Tier, C.W. Purpero will expand its network of recycling partners, help identify additional reuse options for construction and industrial waste, and will continue to share these reuse options with others in the industry.

A unique program in the nation, Green Tier provides a range of tools to create a powerful, sustainable force for economic growth and environmental health. Green Tier participation has grown throughout Wisconsin's business community in recent years as more companies have found business value through greater environmental performance.

For more information on Green Tier and C.W. Purpero's involvement, visit DNR's Green Tier web page at: <http://dnr.wi.gov/org/caer/cea/environmental/participants/cwpurpero/index.htm>

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