



Manufacturing processes, product lines, facilities—everyone's climbing onboard the environmentally friendly bandwagon

BY JENNIFER GIDMAN

GOING GREEN

KERMIT THE FROG once lamented that "it's not easy being green," but in today's environmentally conscious world, manufacturers are becoming increasingly concerned about the negative impact their processes and product lines may have on our ecosystem—and they're implementing sustainability practices and initiatives to combat these problems.

Some of the biggest players, including **Olympus, Canon, Epson, Nikon**, and **Fujifilm**, have dedicated divisions and areas on their websites where visitors can view comprehensive sustainability reports, environmental initiatives, and ecological education.

"When **AL GORE's** movie, *An Inconvenient Truth*, came out, customers started to take notice, and we seemed to

already have a lot of the answers," says **ADAM YATES**, director of corporate communications for **Fujifilm**. "We really benefit from the heritage of our headquarters based in Japan—it's an island manufacturing culture, a small, contained place with limited resources."

A few companies have already been recognized for their environmental efforts. **Other World Computing** was recently selected by *Computerworld* magazine as one of the Top Green-IT Companies for 2008 for its new "green" corporate headquarters (explained in more detail later), while **Legion Paper** received a certificate of environmental stewardship for its Champion-level participation in Rocky Mountain Power's Blue Sky program for converting its Moab, Utah, offices to 100% renewable wind power (reducing carbon dioxide emissions by 20.4 tons). And **Eastman Kodak Company**,

Hewlett-Packard, and **Matsushita Electric Industrial Co.** have all been named to the 100 Most Sustainable Corporations in the World," a select group of companies whose sustainability performance falls within the top 5% of their sector.

Before some of the newest environmental friendly products even hit store shelves, manufacturers have to consider their internal processes, energy usage, and manufacturing methods. **JOE VAUGHN**, VP, Marketing & Finance, **Fujifilm**, underscores how committed his company is to making sure their manufacturing M.O. is up to par. "At our South Carolina OTU facility, there is a fish tank with a sign on it that reads: 'Uses water from manufacturing output,'" he says. "It's clean water in, clean

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