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## SERIGRAPH Attains GREEN PROFESSIONAL Status

[WEST BEND, Wis. (November 2020)] – [The Wisconsin Sustainable Business Council](http://www.wisconsinsustainability.com) has named Serigraph a Green Professional within its Green Masters Program. Recognizing sustainable actions by businesses from across the state of Wisconsin, the Green Masters program works to identify businesses that have taken at least one action within each of the nine pillars of sustainability. Participants in the program receive recognition for their sustainability accomplishments and develop ideas for future sustainability actions.

At Serigraph, we are always looking for new ways to reduce our waste. A few recent sustainability achievements include:

- Utilizing 'green' inks and solvents
- LED interior and exterior lighting
- Waste reduction down from 65 tons to 12 tons/year, zero landfill waste
- Green energy (solar and wind) partner with WE Energies
- Complete energy efficient HVAC system, boilers and a new dryer system
- In the process of switching our UV-based inks (not energy efficient) to water-based ink (much 'greener')

Being a manufacturer doesn't mean we can't be energy-efficient. We know that 'green' initiatives don't come with a small price tag, but we truly believe in doing our part to reduce our carbon footprint – large or small. We are on the leading edge of sustainability efforts in our industry. In fact, we are still the only printing company in the nation who has a biofiltration system on site. According to Cole Kneser, EHS Manager at Serigraph, this type of system "helps us reduce our carbon footprint by 23%."

The Green Masters Program is an objective, points-based recognition, assessment and certification program that enables Wisconsin businesses of all sizes and from any sector to join a group of like-minded companies working towards sustainability.



The program has established three levels of participation: Green Apprentice, Green Professional, and Green Master. Serigraph joined the program as a Green Professional in 2016. Each year at the Wisconsin Sustainable Business Council Conference, the current top 20 percent of companies that applied during the calendar year are identified and recognized as the Green Masters level companies.

Being a part of the Green Masters Program helps create a stronger and more visible sustainability community across Wisconsin. Serigraph continues to commit to doing our part to reduce our carbon footprint.

“The Green Masters Program is a tool for businesses to assess and grow their sustainability programs, to benchmark against their industry and to receive a third part certification recognizing their achievements in sustainability,” says WSBC’s managing director, Jessy Servi Ortiz.

Serigraph has over 70 years of experience in printing, advanced decorating technologies and graphic solutions for the Automotive, Appliance, Consumer, Medical, Powersports and Point-of-Purchase markets. Our core business is decorating plastics. We print, form, mold and finish in-house to maximize cost-savings and speed-to-market. Our pre-press, prototype/R&D, and engineering services provide our customers with complete support from start to finish. At Serigraph, we strive to provide quality, consistency, integration and service to our customers every step of the way.

The Wisconsin Sustainable Business Council’s (WSBC) mission is to advance sustainable principles and practices forward through the power of business. We support businesses and sustainability professionals through an array of programming, education, resources and tools and are a catalyst for businesses looking to integrate sustainability into the fabric of their organization and be a force for good. We are a network of businesses integrating sustainability into business operations at a time when the business case for sustainability (defined in terms of people, planet and profit) has never been stronger. Find us on the web at [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com)