

# **A Different Way to View Business**



**Burt Klein**  
**Chief Operating Officer**  
**PortionPac Chemical Corporation**

# Who We Are

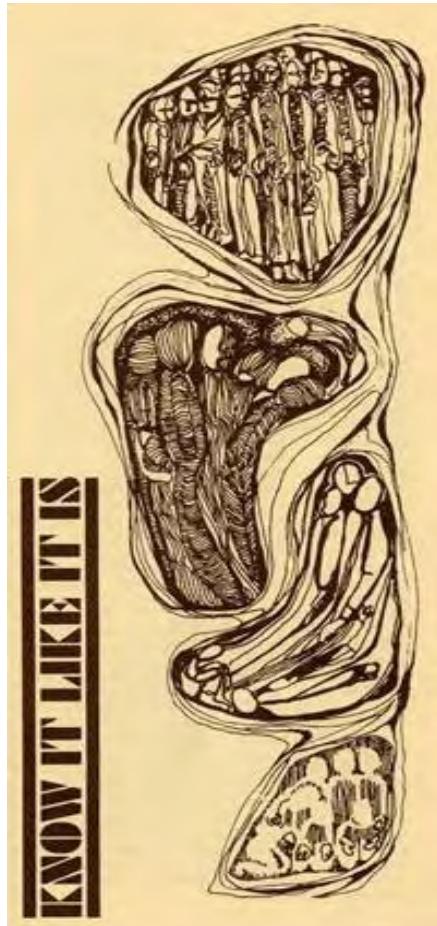


 **PortionPac®**  
Sustainable Solutions™  
Then, Now and Always.



# **Founder Syd Weisberg**

## **Brochure from 1972**



- **Water Pollution**
- **Aesthetic Pollution**
- **Noise Pollution**
- **Radiation Pollution**
- **Thermal Pollution**
- **Gene Pollution**
- **Air Pollution**
- **Chemical Pollution**
- **Population Pollution**



# We aren't paying the full cost

- **Pollution**
- **Urban Design**
- **Disposal**



The New York Times

# Automobiles



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## Getting to Green



Bernard Hoffman/Time Life — Getty Images; Photo illustration by Andrew Rodriguez/The New York Times

Automakers are finally ready to say that their future is on the line.

By MICHELINE MAYNARD

Published: October 24, 2007

### DETROIT

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[Mr. Environment for General Motors \(October 24, 2007\)](#)

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NEARLY a century ago, Henry Ford declared a customer could have a car in any color as long as it was black. Now, carmakers around the world are trying to convince consumers that their lineups come in green. From [BMW](#) to Honda, from [Chrysler](#) to Volkswagen, the industry is rushing to make vehicles that use less gasoline or don't rely on it at all.

The push — involving hybrid-electric cars, diesel-powered cars, flexible-fuel models and vehicles that run on hydrogen — is setting off the same kind of competitive frenzy that has always surrounded the development of

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OCTOBER 24, 2007

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The Latest News on Climate Management

**Study Finds Greener Companies Outperform Rivals**

By James Murray, BusinessGreen

A new report from Innovest uncovers a "strong, positive, and growing correlation" between environmental and financial performance, but that disclosure practices must improve if investors are to identify companies most prepared for climate change.

**Cement Industry Takes Stock of its Impact at Summit**

The cement industry, which is responsible for 5 percent of global greenhouse gas emissions, discussed the ways -- limited though they may be -- to improve its environmental performance at a meeting in Brussels, Belgium, last week.

**Deutsche Bank Launches Climate Change Initiative**

The company's Bank Asset Management division announced Wednesday it hired a new climate change czar and published a white paper focused on the investment opportunities presented by a changing climate. New investment products are expected.

**Mitsubishi Aims to Slash Emissions from Product Usage and Manufacturing**

Mitsubishi laid out the goals in "Environmental Vision 2021," a long-term management framework that also includes targets for recycling and product design.

**Energy Efficiency Good First Step for Businesses to Fight Climate Change: Survey**

A panel of 154 Switzer Fellows, scientists and climate change leaders participated in a survey titled, "What the Scientists Know: How Business Leadership can Help Solve Climate Change."

**U.K.'s Top Companies Show Progress on Reporting, More Needed: Report**

Ninety-eight percent of companies on the FTSE All-Share Index discuss the environment in their annual reports, but there is still room for improvement in mentioning the risks and opportunities those companies face, according to a new survey by the Environment Agency.

**Begins Oct. 18**  
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**FEATURED TOPIC****Commitments and Goals in Reducing Emissions**

Making a clearly stated commitment to reducing its climate impact is often the first step in a company's climate action plan. Issuing a public commitment to a concrete goal helps in publicizing a goal both internally and externally, thus helping to ensure the success of projects that typically reach across many business units.

[> READ MORE](#)**FEATURED EVENT****WSP Carbon Footprinting Breakfast Seminar**

**Host:** WSP Environmental Strategies  
**Date:** November 15, 2007  
**Location:** Santa Clara, Calif.

Attend this free seminar to gain insights on recent regulatory proposals, emerging supply chain pressures, global best practices, and methods for assessing the carbon footprint of products.

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FREE Sustainability Planning Session at Greenbuild!

Johnson Controls



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### Study Finds Greener Companies Outperform Rivals

By James Murray, [BusinessGreen](#)

NEW YORK, Oct. 22, 2007 -- Companies with sophisticated and comprehensive climate change strategies have financially outperformed their competitors over the last three years, according to a major new report from investment research firm Innovest.

The [Carbon Beta and Equity Performance \[PDF\]](#) study of 1,500 companies found that there is a "strong, positive, and growing correlation between industrial companies' sustainability in general, and climate change in particular, and their competitiveness and financial performance."

It also concluded that the investment premium attained by those companies with the best climate change strategies was growing as regulatory regimes tighten.

"In the longer term, the out-performance potential will become even greater as the capital markets become more fully sensitized to the financial and competitive consequences of environmental and climate change considerations," the report predicted.

The findings are likely to be welcomed by green business leaders as vindication of those firms that have invested in greener business models on the assumption such initiatives will help bolster their competitiveness and attractiveness to investors.



# Assistance

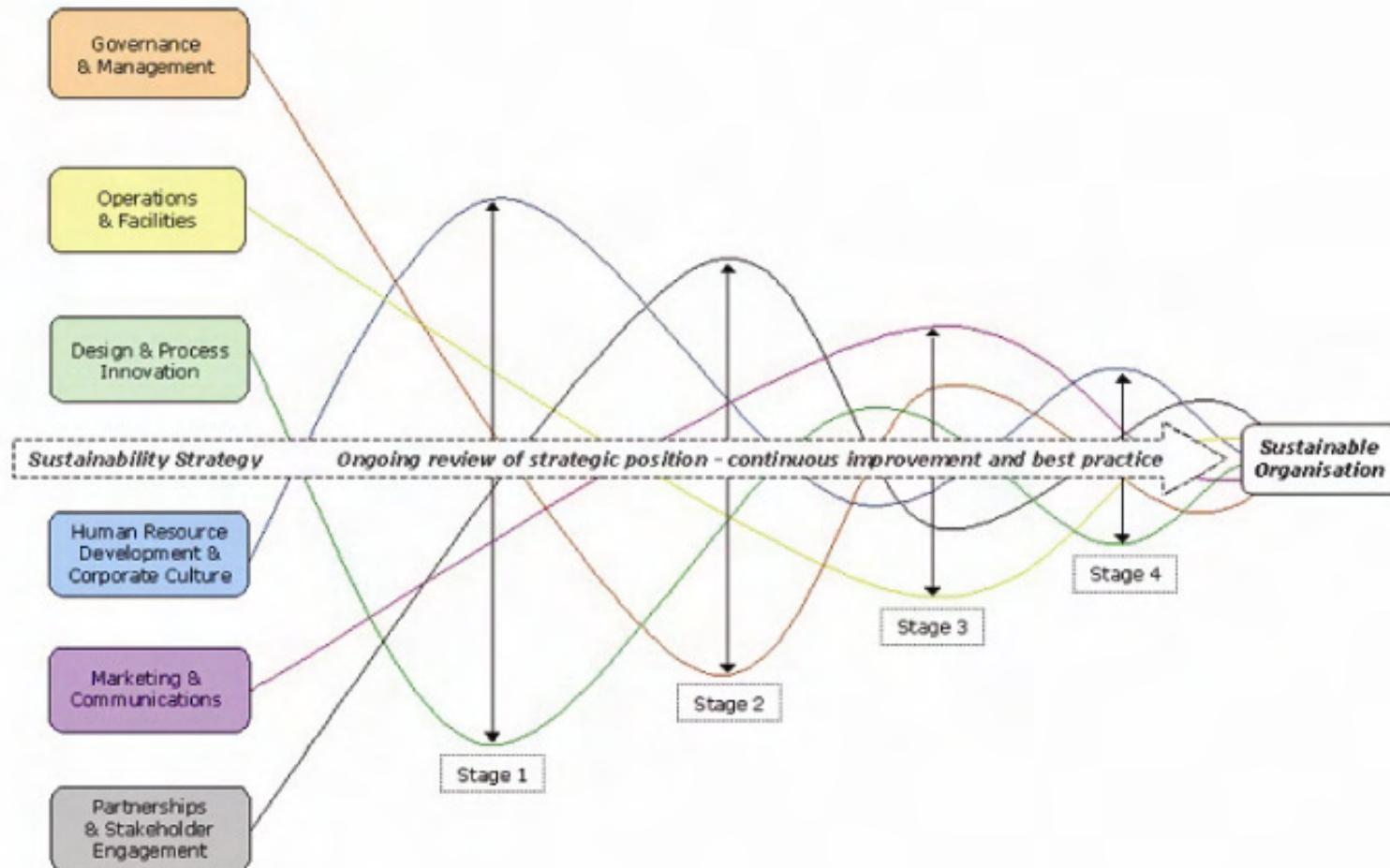
- **We had our knowledge but we needed more. We needed guidance and support**
- **Chicago Manufacturing Center and Natural Capitalism Solutions opened the door to expanded knowledge and new opportunities**

**[www.natcapinc.com](http://www.natcapinc.com)**

**[www.cmcusa.org](http://www.cmcusa.org)**



# Sustainability Helix

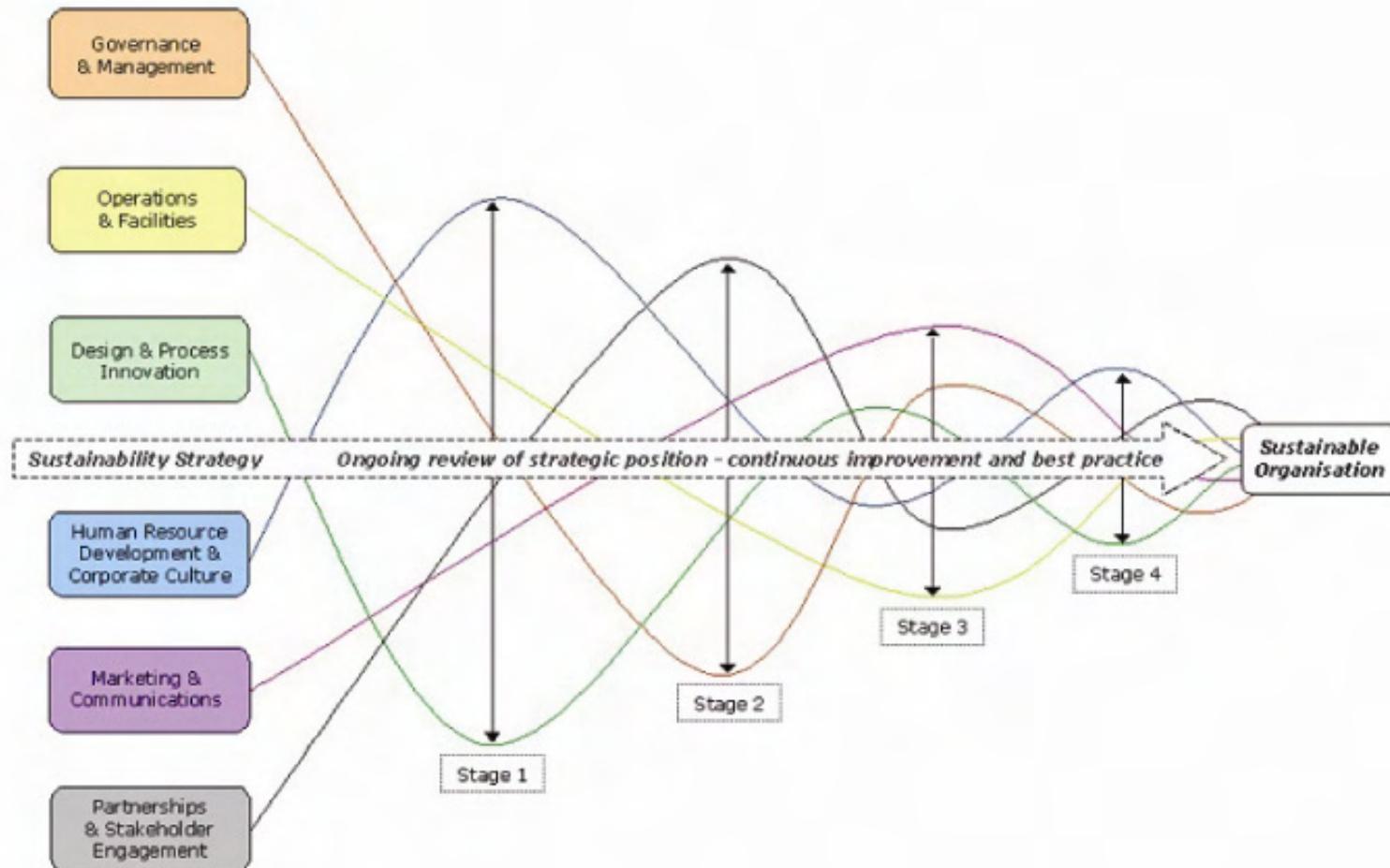


# **Applying Natural Capitalism Principles at PortionPac**

- **Whole System analysis**
  - looking at 49 different sustainable strategies of Sustainability Helix
- **Evaluation of the business opportunities of investing in sustainable business**



# Sustainability Helix



( • **Government & Management:**

Develop best practices in management systems to be economically, socially, and environmentally prosperous.

( • **Operations & Facilities:**

Improve the efficiency and effectiveness of business practices and operations to reduce costs and external impacts.

( • **Design & Process Innovation:**

Create a culture of eco-innovation that results in new products, technologies and applications resulting in market leadership, improved corporate responsibility, and new markets.

( • **Human Resource Development & Corporate Culture:**

Create a work environment in which people feel engaged, have ownership of the success of the business, and are inspired by tangible attempts to improve sustainability performance.

( • **Marketing and Communication:**

Leverage sustainable activities to create an outstanding corporate relations position for competitive advantage.

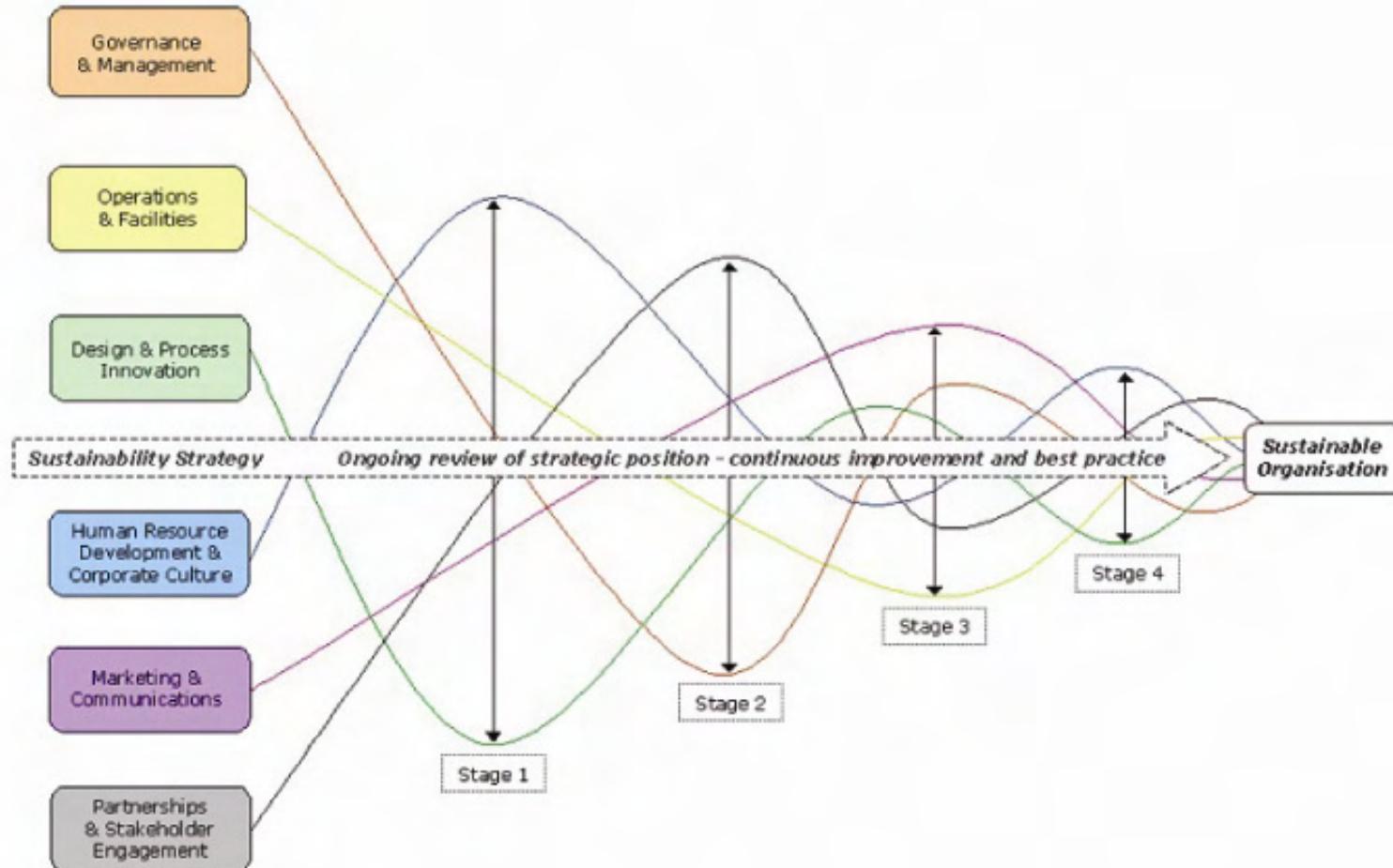
( • **Partnership & Stakeholders Engagements:**

Develop partnerships and stakeholder engagement to improve innovative capacity, risk mitigation management and competitive advantage.

See [www.cmcusa.org](http://www.cmcusa.org) for overview of sustainability helix



# Sustainability Helix



# **Income Statement**

## **Revenue**

- Cost of Goods**
- Expenses**

---

**= Net Income**



# **Expense Reduction Initiatives**

- **Manufacturing and Facilities**
  - **Waste to Profit Network**
  - **Packaging Materials**
- **Facilities**
  - **Re-lamping**
  - **Roof**
  - **Energy efficiency**
- **Operations**
  - **Regional Operations**
  - **Vehicles**



# **Income Statement**

## **Revenue**

- Cost of Goods**
- Expenses**

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**= Net Income**



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# Chemical Management

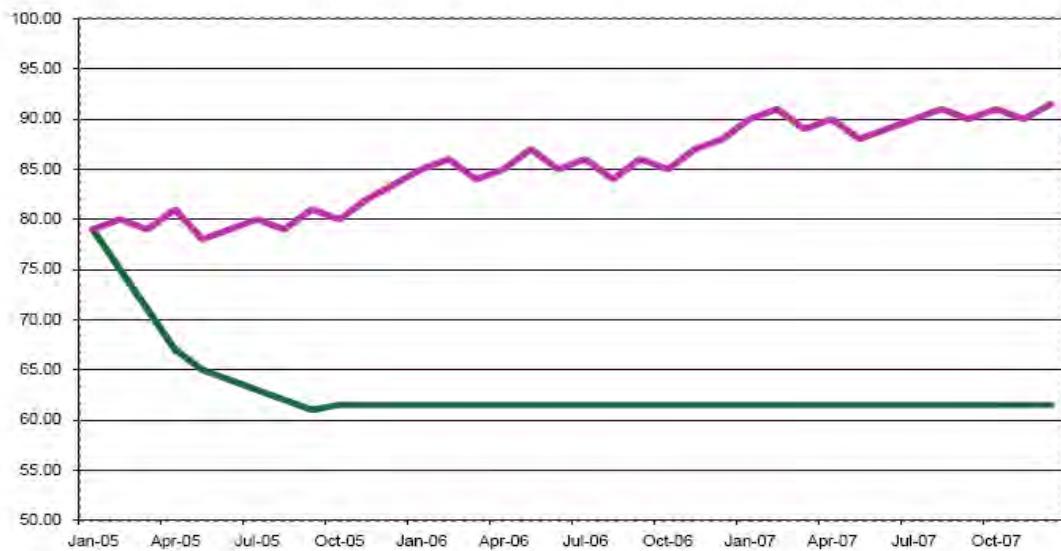


Reducing Waste and Cost  
Through Innovative  
Supply Strategies

Thomas J. Bienna  
Francis L. Waterstrat Jr.



## Product Usage and Resulting Environmental Impact



## Cost Comparison



— Shared Savings — Traditional



# **A Different Way to view Business**



**Burt Klein**  
**Chief Operating Officer**  
**PortionPac Chemical Corporation**