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Briess is named Wisconsin Business Friend of Environment

Briess Industries, Inc. was presented the Wisconsin Business Friend of the Environment Award-Medium Size recently for leadership in environmental stewardship. The award was presented by the Wisconsin Environmental Working Group, an affiliate of Wisconsin Manufacturers and Commerce.

Accomplishments of the company's "Green With Briess" program were cited in the nomination. The company-wide, all-encompassing sustainability program was initiated in 2005. By 2010 it had reduced energy consumption and emissions the equivalent of 288 fewer trips being driven around the earth. The majority of the reductions occurred in manufacturing plants through capital improvements and innovative redesign of systems and processes. In addition, 99 percent of all waste streams at Briess are now recycled.

"The 'Green with Briess' initiative came about through suggestions from our employee base," Company President/COO Gordon Lane explained. "We started by changing several of our processing methods to reduce utility usage on a continued basis. Our Green With Briess policy now requires all new processing to employ energy standards that will further reduce our utility usage. Overall we're actively reviewing, changing and finding ways to positively impact the environment in our daily manufacturing environment."

Briess was one of nine small, medium and large to receive BFOE awards in the areas of environmental stewardship, environmental innovation and pollution prevention. This is the 22nd year in a row that BFOE awards were presented. An independent panel of judges representing industry, the Department of Natural Resources, the environmental community and academia selected the winners. WMC is Wisconsin's largest business association, representing 3,500 employers which provide jobs to nearly 500,000 Wisconsin residents.

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