

TO THE EDITOR

FOR IMMEDIATE RELEASE



### **MOVING TOWARDS CARBON NEUTRAL- LABEL MANUFACTURING MEETS SUSTAINABILITY**

*Gilbreth, a pioneer in shrink label printing, leads a plant-wide sustainability movement*

Croydon, PA: A plant-wide commitment to sustainability at Gilbreth's Croydon plant began with a flash of insight and a simple question. "What's the point in having a partial sustainable solution?" asked Alan Wolk, Gilbreth Packaging's Vice President of Operations. "Our customers have been selecting sustainable biopolymer packaging materials and inks. We are developing new technologies with material saving shrink sleeve solutions. But what about our own in-plant practices?" he asked. The mission to "Go Green" began by initiating customer changeovers from traditional petroleum based films to sustainable films. The initiative also led Alan Wolk and his staff to conduct a full plant evaluation. All processes were explored from energy, inventory of materials to the products used in manufacturing, warehousing and shipping.

-MORE-

For additional information please contact:  
Agency contact: Gail Steckler  
GIL-145

Mr. James Insel  
Gilbreth Packaging  
3001 State Road  
Croydon, PA 19021  
(800) 630-2413  
[www.gilbrethusa.com](http://www.gilbrethusa.com)

## **MOVING TOWARDS CARBON NEUTRAL-LABEL MANUFACTURING MEETS SUSTAINABILITY**

**Gilbreth**

Page 2

Gilbreth's sustainability team recommended and implemented a variety of environmentally responsible "green" practices. Production, warehousing and shipping began separating and sorting corrugated, cores and film scrap into separate staging areas. This has allowed Gilbreth to place less waste into landfills and reduced waste pick-up and landfill charges.

Other measures, such as using off-spec film for set-ups and changing to larger size ink and extender tote containers, and adjusting housekeeping processes throughout the plant required simple changes that yielded important savings.

An energy audit yielded areas in which energy usage could be reduced. Gilbreth installed air curtains on all shipping and receiving bay doors, upgraded interior lighting and mounted automatic thermostat controls. This resulted in less energy consumption and a reduction in Gilbreth's carbon footprint.

Gilbreth, a pioneer in shrink film printing for over 40 years, offers a broad range of shrink labels; full body sleeves, tamper-evident neck bands and specialty anti-counterfeit sleeve labels.

For more information, please contact Jim Insel; Gilbreth; 3001 State Road; Croydon, PA 19021; (800) 630-2413; [www.gilbrethusa.com](http://www.gilbrethusa.com).

# # #