



NEWS RELEASE

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GREEN MANUFACTURING SUMMIT TO EXPLORE SUSTAINABLE BUSINESS STRATEGIES THAT SAVE COSTS AND NATURAL RESOURCES

MENOMONEE FALLS, Wis., (Feb. 4, 2009) — Milwaukee-area manufacturers are invited to attend a business forum focusing on cost-saving “green” technologies at the 2nd Annual 2009 Green Manufacturing Summit, which will be held Thursday, Feb. 12, 2009 at the Schlitz Audubon Nature Center, Bayside, Wis.

The free, half-day event is presented by Bradley Corp. of Menomonee Falls in partnership with Focus on Energy and media sponsor, the *Milwaukee Journal-Sentinel*. Business and community leaders, and other green experts will shed light on sustainable best practices and illustrate cost- and resource-saving strategies geared toward small- and mid-size local manufacturers. Highlights include:

- Keynote address from Kim Marotta, VP, Corporate Social Responsibility, MillerCoors, who will provide a motivating case study of how her company has successfully incorporated green business practices, especially water conservation strategies, with a focus on how such initiatives can positively impact a company’s bottom line.
- Panel discussion on “Corporate Water Efficiency Strategies,” moderated by the *Milwaukee Journal-Sentinel*, will delve into how local manufacturing companies can reduce their corporate water footprint, learn about the economics of water, and hear the latest local water efficiency initiatives impacting businesses.
- Educational breakout sessions will provide insight into topics such as Lean Manufacturing, Integrated Lighting Systems, LEED EB, Energy Assessments, Environmental Protection Management Systems, Green Cleaning and Life Cycle Assessments.

“Today’s manufacturing businesses are going through an evolution on several fronts,” says Mike Sipek, COO of Bradley Corp. “While managing the new challenges brought by the current economic climate, many businesses are adopting sustainable practices to remain competitive in the marketplace.

“Green manufacturing practices fit hand-in-hand with fiscal responsibility. Companies are finding that the operational savings resulting from reducing use of energy, water and other natural resources clearly outweigh any upfront investment of going green,” he says.

Among the organizations sharing their expertise will be:

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Green Manufacturing Summit

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- Badger Meter, Inc.
- City of Milwaukee
- Hunzinger Construction
- Miller Compressing
- Milwaukee Area Technical College
- Steelcase, Inc.
- Wisconsin Green Building Alliance
- Bradley Corp.
- Focus on Energy
- Kranz, Inc.
- MillerCoors
- Orion Energy Systems
- UW-Milwaukee

“Understanding energy use and associated costs can be a daunting task for business owners,” says Nate Altfeather, who works on industrial sector initiatives with Focus on Energy. “The intent of our program is to provide expert, no-cost assistance to business owners and operators and help them identify energy-saving opportunities as well as help quantify savings and develop incentives to help offset the cost of the projects that may be just out of reach.”

The Schlitz Audubon Nature Center was selected as a location for the Green Manufacturing Summit because it has achieved gold-level LEED (Leadership in Energy & Environmental Design) certification from the U.S. Green Building Council.

The Summit will kick off at 8 a.m. with continental breakfast and conclude before noon on Feb. 12. Registration is required for the event, as space is limited. For a complete schedule and to register, visit www.bradleycorp.com/greensummit.

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information, call (800) 762-7077 or visit focusonenergy.com.

About Bradley Corp.

For more than 85 years, Bradley Corporation has designed and manufactured commercial washfountains, and today is the industry's exclusive source for plumbing fixtures, washroom accessories, restroom partitions, emergency fixtures and solid plastic lockers. Headquartered in Menomonee Falls, Wis., Bradley serves the commercial, industrial, health care, recreation, education, and corrections markets worldwide. For more information, contact Bradley, Telephone: (800) Bradley; Fax: (262) 251-5817; www.bradleycorp.com.