



Visual Impressions Environmental Performance (Attachment #2)

Baseline Performance Year = 2011

- No sustainability program
- No recycling
- 24,719 orders shipped
- 4,407,767 impression
- Average cost per imprint for energy = \$0.037
- Average cost per imprint for energy + consumables + courier + trash = \$0.14
- Average cost per order = \$18.88

Performance Year = 2012

- Sustainability program started
- Visual Impressions participates in ME3 program - gains \$15,000 grant towards sustainability study
- No recycling
- Goal - reduce energy consumption by 20%
- 26,776 orders shipped
- 5,193,543 impressions
- Average cost per imprint for energy = \$0.027
- Average cost per imprint for energy + consumables + courier + trash = \$0.09
- Average cost per order = \$13.51

Performance Year = 2013

- Sustainability program continues
- Visual Impressions gains SGP Certification
- Visual Impressions obtains Green Masters level from Wisconsin Sustainability Council
- Visual Impressions participates in ME2 program - gains \$85,000 grant for purchase of new digital printer
- Recycling program started
- Goal - Start Recycling Program
- Bioremediation Cleaning System purchased - elimination of solvent cleaning for parts washing
- 33,349 orders shipped
- 5,949,924 impressions
- Average cost per imprint for energy = \$0.028
- Average cost per imprint for energy + consumables + courier + trash = \$0.1171
- Average cost per order = \$16.14
- 3/18/13 - 12/21/13 - 28.98 tons of cardboard, plastic, metal & paper recycled
- \$1,309.21 saved

Performance Year = 2014

- Sustainability program continues
- Goal - Find way to recycle embroidery stabilizer

- partnered with University of Wisconsin class to research challenge
- read this article that describes the work - <http://atkinsontshirt.com/2014/05/03/you-cant-unbake-a-biscuit-embroidery-stabilizer-landfill-diversion-update/>
- Goal - Update or replace Gas Rooftop Heater Units
- Nominated for 2013 Wisconsin Manufacturer of the Year Award
- 35,563 orders shipped
- 7,487,436 impressions
- Average cost per imprint for energy = \$0.027
- Average cost per imprint for energy + consumables + courier + trash = \$0.0801
- Average cost per order = \$13.24
- 2014 recycling - 38.73 tons of cardboard, plastic, metal & paper recycled
- \$1,165.21 saved - end of November we stopped getting \$ back for recycling

Performance Year = 2015

- Sustainability program continues
- SGP Recertification
- Focus on Energy Audit Completed
- Nominated for 2014 Wisconsin Manufacturer of the Year Award
- Hosted WMEP Sustainability Roundtable meeting
- Goal - Reorganize recycling program so works better than cost neutral
- Goal - finish work on updating Gas Rooftop Heater Units
- 11,636 orders shipped (as of 5/6/15)
- 3,696,518 impressions (as of 5/6/15)
- Average cost per imprint for energy = \$0.018
- Average cost per imprint for energy + consumables + courier + trash = \$0.0589
- Average cost per order = \$14.90
- 2015 recycling (as of 4/30/15) - 12.24 tons of cardboard, plastic, metal & paper recycled

Future Plans - list of items that are in the works:

- Plant Victory Garden with available greenspace
- Switch parking lot and office lighting to LED
- Update loading dock sealers for greater energy reduction
- Move more print production to digital
- Add more screen-print production to second shift - use more available capacity
- Review - adding occupancy sensors to high-bay fixtures
- Review - install ceiling fans in high-ceiling areas
- Air compressor hose leak survey

