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**John Mourand,**  
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**Jeff Neubauer,**  
*Kranz, Inc*

**Morgan Wiswall,**  
*Menasha Packaging Company*

**Press Release**

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**Formecology, LLC Receives Recognition as Green Professional  
in Green Masters Program**

EVANSFIELD, WI (April 11, 2013) – Formecology, LLC is one of a select group of companies to earn the designation of “Green Professional,” in the Green Masters Program established by the Wisconsin Sustainable Business Council. As a Green Professional, Formecology, LLC has demonstrated continued commitment to sustainability.

“Formecology, LLC has implemented creative strategies which define them as a leader in sustainability,” says Tom Eggert, Executive Director of the WI Sustainable Business Council. “Formecology, LLC has made going green personal in terms of their strategy. They’ve adopted environmental and social programs that benefit their community, employees and their customers.”

“Before applying for membership, our sustainability plan, although woven into each of our actions, was less defined,” said John J. Gishnock III, Owner and Landscape Architect. “We always recycled, turned out the lights and considered environmental impacts with our decisions. We did not, however, quantify our efforts in any major way nor have a great organizational framework to help us think holistically about our company’s environmental impacts. Just the process of applying for the Green Master’s program has helped us to better analyze our business to understand areas we can improve our efficiency and minimize environmental effect.”

Gishnock went on to say that “this program helps to celebrate what we have accomplished, better understand where we have room to improve, and help plan for a more sustainable future. As business owners, it’s important that we consider the best use of our limited budget. We’re in the process of aligning our budget to those key areas we’ve identified as potential areas for improvement.”



[www.greenmastersprogram.com](http://www.greenmastersprogram.com)

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Formecology LLC's sustainability progress includes several actions, such as purchasing renewable energy credits and focusing on energy efficiency in their facilities and equipment. The company also manages a large native prairie planting at the Formecology facility to enhance habitat diversity and utilizes a large rain garden to capture rooftop rainwater and infiltrate it onsite. They've also incorporated low-maintenance lawn grass into their landscape to reduce mowing, while constructing hardscape features with recycled concrete. Along with all of this onsite activity, Formecology also works closely with clients to enhance sustainability of their landscapes.

Applicants to the Green Masters Program are judged on a comprehensive range of sustainability issues, from energy to water use to educational outreach and governance. More than 125 Wisconsin businesses are participating in the program where the top twenty percent achieve the highest "Green Master" designation. For more information, or a complete list of Green Masters Program participants, go to: <http://www.greenmastersprogram.com>.

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Thank you,

*Thomas Eggert*  
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*Marcus Cederström*  
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