

DIRECT MAIL

Pitney Bowes makes ten-best list for green efforts

By Giselle Abramovich

PITNEY BOWES Management Services has been selected as one of the Top 10-ranked outsourcing vendors for environmental stewardship, according to a recent Brown-Wilson Group independent study of industry decision makers and analysts. PBMS also ranked first in the category of Document Processing Outsourcing.

"Pitney Bowes considers environmental stewardship to be consistent with the overall goals of the company and an important consideration in our total activities," said Paul Robbertz, Pitney Bowes VP of environmental health and safety. "All of our locations adhere to our global environmental management policy to ensure compliance with all applicable environmental laws and regulations and company standards.

"Our environmental programs ensure Pitney Bowes can meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future," he continued.

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Examples of eco-friendly action

For example, in 2005, Pitney Bowes established a multidisciplinary energy task force to raise employee awareness regarding energy conservation and to identify ways to minimize its energy use and costs.

The efforts of the company's task force have resulted in the installation of better insulation and climate-control hardware and the use of more energy-efficient and better quality lighting.

The company is also in the final stages of an eco-friendly world headquarters renovation. After completing the first two of five phases, 193 tons of demolition and construction debris has been recycled. At this rate, by the end of phase five, 450 tons of debris will have been saved from the landfills and recycled instead.

"We are very pleased with being ranked among Brown-Wilson's top 10 Green Outsourcing Vendors," Robbertz said. "It exemplifies the environmentally conscious culture that we have at Pitney Bowes."

He continued by saying, "Environmental stewardship, a cornerstone of our corporate social responsibility efforts, is considered essential to the economic well-being of the company and to the personal well-being of our employees and the communities in which we operate, both on a global and local scale."

Pitney Bowes has a history of environmental consciousness. In 2006 Pitney Bowes purchased renewable energy certificates (RECs) to offset 17 percent of the electricity consumed annually by the company's corporate office facilities in the United States and United Kingdom.

Robbertz added, "This is our fourth consecutive year in which green power is

included in our energy portfolio demonstrating our commitment to good corporate citizenship and sustainability.

"Through this effort we have contributed to the reduction of greenhouse gas emissions by the equivalent of approximately 4,500 tons of carbon dioxide," he said.

Pitney Bowes is a founding member of the Green Power Market Development Group, a collaboration of 12 leading US corporations and the World Resources Institute united to building corporate markets for renewable and eco-friendly energy.

Tools for green power

Pitney Bowes says its products not only help customers improve the efficiency of their processes and accelerate the pace of information transfer, but can also prove to reduce their environmental impacts.

With its mailstream optimization tools and equipment, customers can manage records electronically, increase response rates, and save money on postage rates and re-mailing costs while reducing energy, fuel, waste, paper, printing resources and greenhouse gas emissions.

For example, Pitney Bowes' Energy Star-rated mail machines enable customers to save on energy use and costs.

"We also redesigned our packaging to require fewer materials while still protecting our products. In addition, in shipping remanufactured products we reuse up to 60 percent of the packaging from materials returned to us," Robbertz said.

"We are committed to advancing the environmental sustainability of mail by reducing impacts along the life cycle of the mailstream," he continued. ■



Paul Robbertz



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