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**Green Focus:
managing waste**

wire Southeast Asia wrapup

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General Cable's ongoing 'War on Waste'

U.S.-based General Cable Corporation is a global leader in the development, design, manufacture, marketing and distribution of copper, aluminum and fiber optic wire and cable products for the energy, industrial, specialty and communications markets. Below, the company outlines its approach to green issues such as managing waste.

As a global leader in the wire and cable industry, General Cable recognizes that its business has an impact on the environment, and to reduce this impact, the company incorporates responsible "Lean-Green" practices into its daily business operations around the world.

At General Cable, preserving the environment through the reduction of energy consumption, the elimination of or substantial decrease in the use of hazardous materials and recycling has been part of its continuous improvement culture since it started its Lean journey a decade ago. All of the company's plants have facility-specific waste reduction objectives, addressing areas such as energy usage, Greenhouse Gas Emissions (GHGs), water usage, recycling, and waste and packaging reduction. Teams of General Cable associates deploy Lean manufacturing processes every day in an effort to consume less energy and fewer raw materials while still maintaining the highest level of quality that satisfies their customers' needs and delivers maximum value.

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comfortable work environment for their associates. As utility costs rise globally, General Cable continually looks for opportunities to make small but impactful differences in its energy consumption. In one plant, an old water chiller was replaced with a unit that utilizes a more environmentally-friendly refrigerant and has decreased energy usage, pushing General Cable's efforts of social responsibility forward once again.

Proper utilization of natural resources is a key driver in social responsibility and sustainability. General Cable strives to continually innovate the way it saves and impacts the environment. For example, the company replaced natural gas heaters in its Lincoln, Rhode Island plant, which improved energy efficiency and eliminated the need for propane in the plant.

It is a natural continuation of General Cable's "Lean-Green" mindset to consider waste reduction a crucial part of its social responsibility. Therefore, the company has comprehensive recycling and conservation programs in place to reduce, reuse and recycle the materials used to manufacture and deliver its wire and cable products. Extensive Lean initiatives have been implemented to minimize waste, and all of the copper and aluminum contents in all scrap wire and cable are recycled. Compound re-use is another recycling initiative. Scrap jackets are reground and reintroduced into the manufacturing process. Other materials being recycled include paper, cardboard, shrink-wrap, empty cans, and all other non-metal waste.

"As a leader in the industry, it is our responsibility to set an example for environmental standards and corporate compliance to governmental regulations," said Michael Sharkey,

"At the manufacturing level, our associates have made great strides to conserve natural resources such as water, oil and gas, and comply with environmental regulations through investments that save us hundreds of thousands of dollars annually," said Mark Thackeray, Senior Vice President, North American Operations. "We feel it is vital to our growth and sustainability that we consistently work to decrease our carbon footprint."

Recently, General Cable's manufacturing teams have concentrated their ongoing War on Waste in seven key areas: lighting replacement; air circulation; reducing electricity usage; natural gas reduction; recycling; waste reduction; and environmental compliance. For example, over the last decade there have been substantial developments in lighting fixtures that have made them more energy efficient and environmentally friendly. Several of the company's manufacturing facilities have moved forward with large scale lighting replacements, and have consequently helped reduce their carbon footprint and energy usage. General Cable's Jackson, Tennessee plant installed new high-bay fluorescent light fixtures, which resulted in a 53% energy reduction while providing a brighter and safer work environment for associates.

General Cable's facilities, by nature, produce a lot of heat during the manufacturing process. The addition of large fans has helped circulate this air to reduce heating costs in the winter, as well as keeping the plant floor cooler in the summer. At the same time, the company created a more



A before and after shot showing the improvements brought by new lighting at a General Cable plant.

Director, Environmental, Health & Safety for General Cable North America. "With phased projects, our plants can move in a direction aligning with these standards."

"For many years, General Cable has been committed to meeting or exceeding environmental and safety regulations worldwide," Thackeray said. "We continually strive to reduce our environmental impact and to respect and protect the environments where we live and work, from our local neighborhoods to the entire planet. We applaud and encourage the efforts of all our associates throughout our facilities who support our continued commitment to be an environmentally conscious company."