



Sustainability – Continued Areas of Focus for Seda North America

June 2nd, 2013 – Mount Pleasant, WI – Seda North America was 1 of 32 companies selected for the Profitability Sustainability Initiative (PSI) PSI program – the only one of its kind in the U.S. it features a multidisciplinary approach to sustainability, using partners with specialized expertise to help drive improvements. Under the program, a team of energy, environmental, logistics, lean and finance experts are dispatched to take a 360-degree view of the participants’ business enterprises to diagnose, assess and implement improvements.

PSI, managed by the Wisconsin Manufacturing Extension Partnership (WMEP) to help small and midsize manufacturers throughout the state, is funded by the Wisconsin Economic Development Corporation (WEDC). “This is an innovative program to promote sustainable manufacturing in Wisconsin. Expanding this program to more manufacturers makes solid business sense for our state,” said Reed Hall, CEO and secretary of WEDC. “The tremendous successes in environmental impact, has positioned Wisconsin as the most sustainable manufacturing state in the nation.” Seda areas of focus include improved lighting, transportation and, zero waste to landfill.

WMEP is a private, nonprofit organization committed to the growth and success of Wisconsin manufacturers. Since 1998, WMEP has helped to generate more than \$2 billion in economic impact and create and save more than 14,000 state manufacturing jobs. For more information, visit www.wmep.org

