



# REJUVENATION<sup>®</sup>

Manufacturers and purveyors of period  
reproduction lighting and house parts

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

# Who we are...

- Founded in 1977 as an architectural salvage store
- Three facilities -- retail stores in Portland and Seattle, and manufacturing/administration in Portland
- 200 employees with 145 in the Portland manufacturing site
- Nationwide mail order operations mail approximately 1,950,000 catalogues/year
- We manufacture approximately 105,000 light fixtures/year
- Annual sales are approximately \$32,000,000/year

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# Why sustainability?

- Natural extension of our existing efforts
- Sustainability as a tool to take our environmental performance to the next level
- Social equity component of The Natural Step is a good fit with other corporate activities, such as BSR
- Human care and environmental care

# The Natural Step

## **The Natural Step Four System Conditions**

**In order for society to be sustainable, nature's functions and diversity are not systematically:**

**Extraction**

**1) ...subject to increasing concentrations of substances extracted from the Earth's crust;**

**Persistency  
& Toxicity**

**2) ...subject to increasing concentrations of substances produced by society; or**

**Biodiversity**

**3) ...impoverished by overharvesting or other forms of ecosystem manipulation.**

**Efficiency &  
Social Equity**

**4) And, resources are used fairly and efficiently in order to meet basic human needs worldwide.**

**Frequency of  
Activity**

**What is the frequency of the activity during an average work day?**



# How we jumped in...

- DEQ partnership
- Aspects analysis – good environmental *and* business tool
- Our ISO/TNS EMS
- All this is great, but now we need to do something --  
action plans

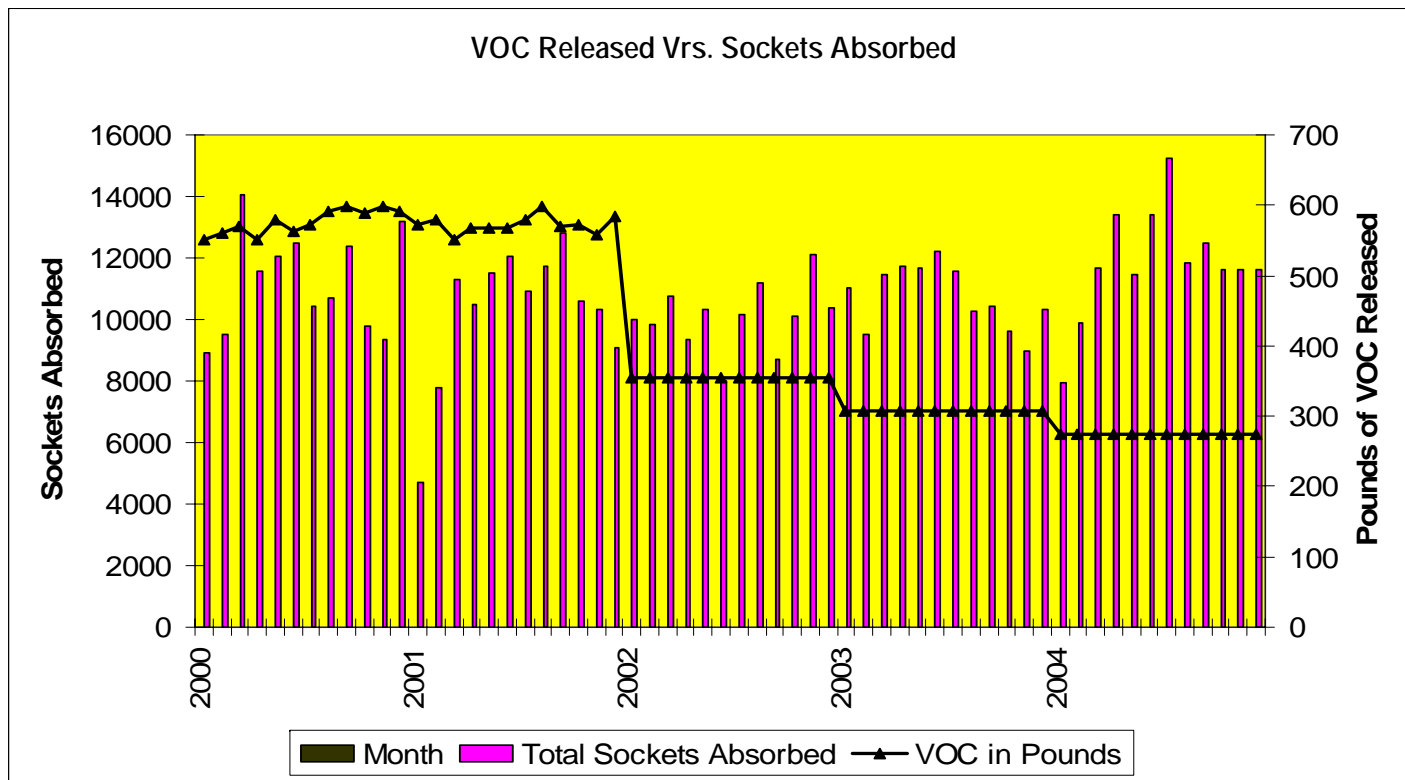


# How we've evolved...

- Annual aspects analysis
- Actual change, and the changing action plan
- Extension to administrative activity
- Extension to retail store
- Embedding sustainability

# What we've done...

- Successful VOC reduction



# What we've done...continued

- Successes:
  - Selenium isolation/process water recycling
  - Process improvements
  - Responsible outsourcing
  - Evaporator
- Less than successes:
  - Building a “ground up” organizational understanding
  - Extension to retail

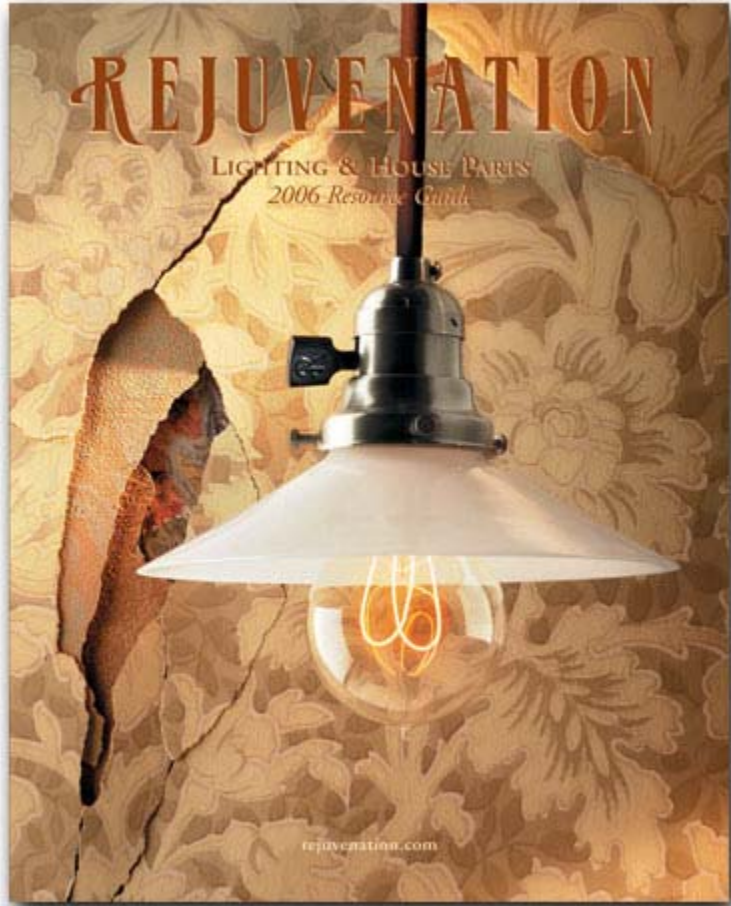


# What we're working on now...

- Process improvements
- Carbon footprint
- Buffing waste
- Stormwater project w. BES
- Reinvigorating the Retail Project

# Business Certification Programs

- Pros
  - Established protocol – gives guidance to “not miss stuff”
  - Cross-company/industry comparability
  - Established standards allow for “even playing field” discussions with peers and regulators
  - Periodic review can focus continuous improvement work
- Cons
  - Cost
  - Established protocols may not address business specific needs
  - Danger of creating a system to fulfill the certification program, not the sustainability goals
  - In a business environment that is tight on resources, spending time on maintaining certification vs. doing the work is a negative trade-off



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