



The Business Value of Improved Environmental Performance.

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In over 35 years as a metal finisher I have been involved in many aspects of the business with experience in production, sales and management.

I hope today to share my insight and experience with the getting value out of improving your environmental performance.



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Defining Business Value

My definition is \$\$\$\$\$\$!

How and where can improved environmental performance bring value to your company?



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Sources of environmental improvement that can bring value:

- New processes - Better, cheaper faster and greener?
 - Examples: Tri chrome passivates, Cad/Lead free e-less nickels
- Elimination of Older Processes
 - Newer technology offers advantages and WWT savings
- New WWT Technology
 - Reduce treatment costs
- Training – More on that later!



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And here's a biggie...

- Elimination of vapor degreasers!
 - Remove expensive process from shop
 - Utilize existing cleaning lines more
 - Floor space opened up
 - No more solvents to report or have hauled away

***Not always possible but needs to be looked at closely!



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And another biggie.... Training!

Using newer processes can take a little more effort

- For instance... Cad/Lead free e-less nickel not as robust
 - You need better platers when you implement these changes.
 - No more “dippers”... No more “dunkers”
 - You need to lift skills of operators
 - You need strong lab support
 - You need your supplier!



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There is business value in good PR too...

- Customers like it if they know their finisher is “green”
- Your customers customers like it if their finisher is “green”
- Your employees, neighbors and friends like it if you are “green”
- Trade magazines like it if you are “green” (be sure you tell them!)
- Your supplier will like it if you are “green” and they’ll share it!
- All of this leads to a really nice feeling... Right?!?
 - No! It leads to *SALES!* And that’s *VALUE!*



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Lastly... Change is coming...

How hard do you want it to be?!?

The hard way:

Your biggest customer calls and announces that starting on May 1st they will no longer accept e-less nickel with Cad and Lead in it.

You now have 2 weeks to make the change or lose your biggest customer...



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The easy (cheaper!) way...

- Call your favorite supplier (I'll give you my #)
- Ask for info to be sent and schedule a meeting.
- Meet as a team and get buy in from your staff
- Quote any equip needed
- Bring material in with no expedite charges added
- Wait until the beginning of the month..
- Implement the change on *Your Terms* cheaper and easier



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Last piece of advice... “Burn the boats”

- After you’ve invested in the new technology if you keep the old, well known, comfortable process around you will get negative value... They won’t use it. You have to take the easy way out away

In summary, if you implement change for the better on your terms you can achieve a lot of value in real dollars, valuable floor space, risk management, employee exposure and on and on... Thank you!