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Hawthorne Cat Receives 2010 Waste Reduction Award (WRAP) from CalRecycle

Organization Recognized for Green Business Practices

November 15, 2010, San Diego, CA – Hawthorne Cat, an authorized Caterpillar dealer, has been named one of the 2010 Waste Reduction Award (WRAP) winners by the Department of Resources Recycling and Recovery (CalRecycle). A record 285 California businesses and nonprofit organizations received Waste Reduction Awards Program (WRAP) recognition in 2010 for their environmentally friendly business strategies and enhanced recycling efforts.

One of Hawthorne's most unique waste-reduction practices is its cardboard compaction system, which compacts unusable cardboard into 800-pound bales. The company reuses all usable cardboard boxes received in its warehouse, which has eliminated the need to purchase new boxes outright. As a result, Hawthorne has recycled 28,000 pounds of cardboard and eliminated the need for 14,000 pounds of new boxes, saving about \$14,720. Other notable accomplishments include recycling approximately 1 million gallons of industrial waste water, repairing, reusing and recycling wood pallets, recapping its fleet tires which significantly reduces the purchasing of new tires, replacing paper reports with enterprise-wide "e-documents", extending the life of our printers, cell phones and computers and implementing new environmentally preferable purchasing policies. Hawthorne estimates total savings of nearly \$250,000 annually through its entire green program.

"We're excited to be recognized as one of California's top leaders in resource sustainability," said Steve Hollingsworth, Hawthorne's Corporate Environmental Health and Safety Manager. "Our commitment to environmental stewardship goes back many years and isn't limited to our many recycling, repurpose and reuse initiatives. For example, we installed one of the largest privately owned solar power arrays in San Diego County at our corporate headquarters and retrofitted all of our lighting systems with high efficiency lighting fixtures."

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“WRAP acknowledges businesses throughout California recognition for implementing practices that help protect the environment and preserve our natural resources,” said Margo Reid Brown, CalRecycle Director. “We have 80 first-time winners, and many organizations have come back year after year with new and stronger waste prevention programs.”

Each of the 285 entries was evaluated individually, based on reported waste prevention, recycling and composting, procurement, and educational activities. Those who applied but were ineligible for an award will receive advice from CalRecycle about how to improve green practices, such as ways to increase source reduction. WRAP 2010 honorees will receive certificates and window decals to notify customers of their achievement.

The winning entries reported diverting more than 2 million tons of material from landfills during 2009 and recorded more than \$190 million in cost savings from their waste-reduction efforts. Of the 285 awards, 242 of the entries were for single sites, and 59 were for businesses with multiple locations. First-time applicants represented 27 percent of the 301 total entries submitted to CalRecycle.

No matter the size of a company or type of business, reducing waste has a significant impact on the state’s overall waste diversion efforts. California generates more than 90 million tons of municipal solid waste each year, and more than half of that comes from the commercial sector. WRAP has been recognizing California business waste reduction efforts since 1993.

View company profiles of 2010 WRAP winners on the [CalRecycle website](http://www.calrecycle.ca.gov/wrap) (www.calrecycle.ca.gov/wrap).

Background

Hawthorne Cat is the authorized dealer for Caterpillar construction and power equipment in San Diego, Hawaii, Guam, Saipan and American Samoa. Hawthorne sells, rents, provides parts and service to various industries including heavy construction, general building construction, earthmoving, excavation, quarry and aggregate, landscaping, marine, paving, waste management, engine power, power generation and grounds maintenance. For more on Hawthorne visit www.hawthornecat.com.

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