

Company launches new green initiatives

HICKORY

Don Coleman, president and chief executive officer of Hickory Springs Manufacturing Co., one of the nation's largest integrated manufacturers and an international supplier of components for the furniture and bedding industries, announced that the company is formalizing a sustainability program that has existed at the plant level for years.

"Along with providing quality products, showing a good return on investment and striving to be a good employer and community neighbor, Hickory Springs works diligently to reduce its impact on our environment," Coleman said. "I am proud to announce that, based on localized efforts and success stories, Hickory Springs is making a bigger, broader commitment to sustainability.

"Though it will take time to develop a companywide program, Hickory Springs is working to establish a comprehensive, meaningful corporate sustainability initiative."

Hickory Springs' corporate sustainability initiative is a continuous-improvement process aimed at increasing efficiency, reducing waste, easing environmental impact and boosting work-place safety. Although currently involved in sustainability practices such as recycling waste

and energy reduction, the initiative will focus and increase the effectiveness of Hickory Springs' sustainability management practices.

Successful programs will be shared and followed companywide. Products like Preserve foam, which incorporates a significant percentage of non-petroleum ingredients into its traditionally all-petroleum based formula, and other products in the company's new EarthCare Inside line of eco-friendly components, will continue to be developed.

The company recently launched a new Web site, www.EarthCareInside.com, to support its program of sustainable and environmentally friendly components.

The site features an explanation of the company's environmental commitment by Coleman and a special video introduction by well-known HGTV host Jim Parks.

The site will also feature facts, trivia and other information related to the environment, as well a link where consumers can contact Dwayne Welch, executive vice president of sales and marketing, with questions.

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