

May 9, 2017

To: Local & Trade Media  
**FOR IMMEDIATE RELEASE**  
From: Katie Chapman, Sustainability Specialist  
Duro-Last, Inc.  
525 Morley Drive  
Saginaw, MI 48601  
**(800) 248-0280**  
**kchapman@duro-last.com**



## **Duro-Last<sup>®</sup>, Inc. and Local Organizations Partner to Launch Commercial Recycling Initiative**

SAGINAW, MICHIGAN — Duro-Last, Inc., in partnership with Iris Waste Diversion Specialists, is pleased to announce the launch of the Great Lakes Bay Zero Waste Consortium. The goal of the consortium is to bring together Great Lakes Bay area manufacturers, businesses, and institutions interested in implementing waste reduction strategies. A free informational meeting for anyone interested in getting involved will be held on Wednesday, May 24 from 8:30 a.m. – 10:30 a.m. at Duro-Last Headquarters, located at 525 W. Morley Drive, Saginaw.

“For many companies, waste is viewed as just a cost of doing business,” said Sarah Archer, President of Iris Waste Diversion Specialists and facilitator of the consortium “However, when companies actually take a systematic look at the waste being generated, opportunities to cut costs through waste reduction become obvious.”

Katie Chapman, Sustainability Specialist for Duro-Last agrees. “Through our company-wide focus on waste reduction over the past two years, Duro-Last has more than doubled the amount of material recycled, and gone from having an annual cost for waste disposal to annual revenue for the sale of recyclables,” she explained. An overview of the achievements and challenges of the Duro-Last waste reduction journey will also be presented during the informational meeting on May 24th.

Companies that implement waste reduction goals experience benefits such as cost savings, improved brand image, increased employee satisfaction and retention, and reduced risks to employees and the environment. Additional benefits of joining the consortium include benchmarking best practices from other member companies, group review of technology options and personal networking with other like-minded professionals.

The Great Lakes Bay Zero Waste Consortium is a member-driven organization established thanks to the generous support of The Conservation Fund, Duro-Last, Iris Waste Diversion Specialists, Vantage Plastics, Saginaw Valley State University, East Michigan Council of Governments, Morley Companies, Michigan State University Center for Regional Economic Innovation, and Sustainable Research Group.

For more information, to be added to the consortium email group, or to register for the May 24<sup>th</sup> meeting, please email [ZeroWaste@iriswastediversion.com](mailto:ZeroWaste@iriswastediversion.com). When registering for the meeting, please include your company name and the names of people who will attend.

**About Duro-Last®, Inc.**

Known as the “World’s Best Roof®”, Duro-Last®, Inc. is the world's largest manufacturer of custom-fabricated, thermoplastic single-ply roofing systems. Factory controlled custom-fabrication can eliminate up to 85% of field seams, resulting in lower on-site labor costs and easier installation. Duro-Last’s roofing systems are sustainable and extremely durable. Over two billion square feet of Duro-Last membrane has been installed throughout North America. Duro-Last is headquartered in Saginaw, Michigan with additional manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; Sigourney, Iowa; Carrollton, Texas; and Ludlow, Massachusetts. For more information on Duro-Last, call 800-248-0280 or visit [www.duro-last.com](http://www.duro-last.com).

###