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**NEW LIGHTING CONTINUES AGGRESSIVE ENVIRONMENTAL PLAN FOR THARPEROBINS**

*Goal is to reduce carbon footprint by 50% in five years*

**STATESVILLE, N.C., Jan. 3, 2011** – The TharpeRobbins Company, a global leader in the managed reward and recognition industry, has recently taken another big step towards reducing its carbon footprint. The company has replaced all lighting in two of its three facilities with energy efficient fixtures that only require 50 percent of the previous energy used while providing considerably more light. Motion sensors which automatically turn on the lights have been added in low travel areas to further enhance the energy saving impact.

“The energy saved by using these new light fixtures is comparable to planting 31 acres of trees, saving 334 barrels of oil or more than 14,000 gallons of gas annually,” says Pat Rushton, senior vice president of global integration for TharpeRobbins. “The reduction of lighting energy that we consumed rounds out the major environmentally-friendly practices we have put in place during the last several years, including a water recycling system, toxic use reduction, use of biodegradable packaging and, of course, recycling.”

As an environmental leader in its field, TharpeRobbins has a sustainability team made up of employees from all three facilities and across all departments. To remain on the cutting edge of environmentally friendly practices, the team has developed the following guidelines:

- Promote environmental responsibility for sustainability in not only actions and practices, but in the education of all of stakeholders
- Seek to identify opportunities to reduce the carbon footprint with energy savings through ongoing conservation, as well as energy reduction
- Seek opportunities to use materials made from 100% recycled fibers
- Maximize the recycling of all wastes such that optimal value is achieved
- Work toward a goal of 100% of all by-product being bio-degradable while insuring proper disposal of all by-products
- Be a leader for sustainability in the community and industry

**— MORE —**

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TharpeRobbins is evaluating and restructuring its entire recycling program to make sure that nothing is overlooked and that optimal recovery is attained for everything used. “Our merchandising team constantly looks for green suppliers to add environmentally friendly offerings to our reward list,” Rushton says. “We also offer seminars to encourage employees to adopt a greener lifestyle through regular recycling at home; the proper disposal of items such as computers, batteries, paint and light bulbs; and reducing the use of residential energy.”

“Our goal is to reduce TharpeRobbins’ carbon footprint by 50 percent in five years,” says Rushton. “While cutting our footprint in half is aggressive, unless we set a stretch goal, we’ll only achieve incremental results. We want nothing less than breakthrough results.”

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For more than 100 years, TharpeRobbins’ rich history as an innovator has covered the breadth of managed reward and recognition programs. The company fosters superior performance by creating new standards for employee recognition and rewards through imaginative solutions, cutting edge programs, flawless execution, professional service and world-class technology. TharpeRobbins built its reputation on developing customized programs to help clients reach their employee attraction and retention goals. The company is passionate about recognition because they know that an engaged workforce produces satisfied customers, which in turn produces more business. With TharpeRobbins, Recognition Changes Everything.

The privately-held TharpeRobbins was created through the February 2007 merger of The Robbins Company, founded in 1892, and The Tharpe Company Inc., founded in 1981. The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The ISO-certified Attleboro, Mass., operations include creative services, software development and jewelry manufacturing.

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