



HY-LITES

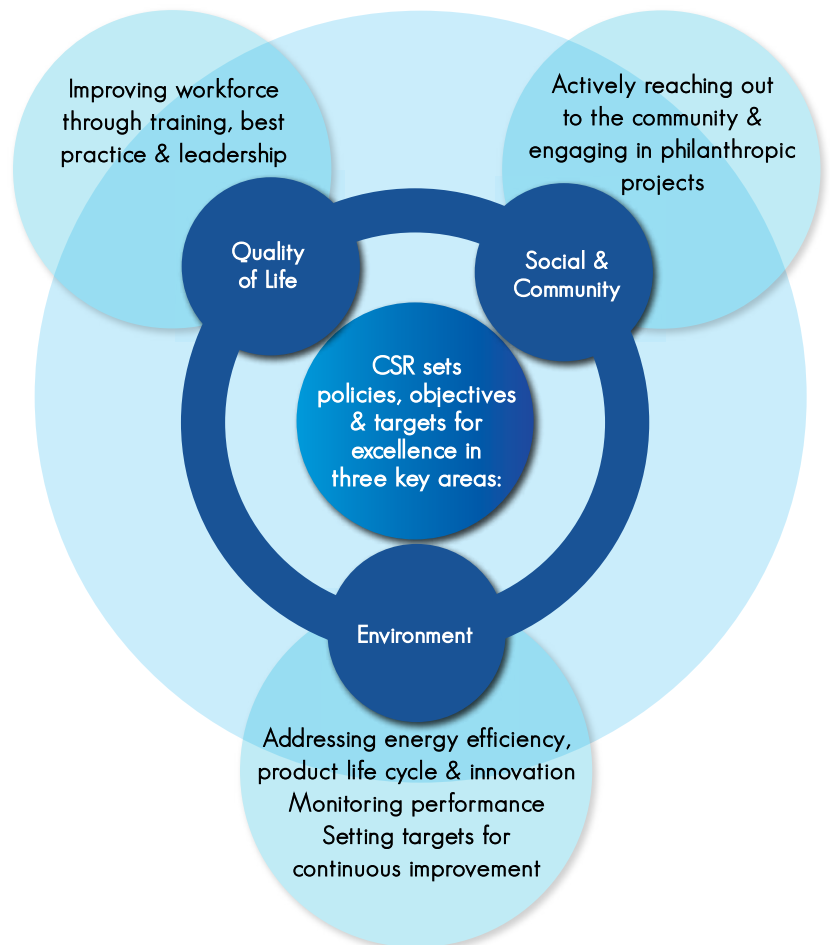
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CORPORATE SOCIAL RESPONSIBILITY ... RAISING THE STANDARD

WHAT IS CORPORATE SOCIAL RESPONSIBILITY?

As defined by Wikipedia, the phrase "corporate social responsibility" (CSR) is often used interchangeably with terms like corporate citizenship, sustainability and triple-bottom line. Though different, these terms describe the integration of a self-regulating system, which proactively encourages public involvement and readily eliminates practices that harm the environment. At Hytrol, it goes beyond philanthropy and compliance and embraces responsibility for the impact to our customers, employees and local communities. We are committed to creating eco-friendly processes and products, while promoting the skills and well-being of our workforce. We define CSR as encompassing not only what we do with the bottom line, but also how we earn it. In this issue, we will discuss how Hytrol has made CSR a standard practice, as well as the areas in which we are being accountable.



WHY IS CSR SO IMPORTANT?

As a customer, you want to know that the companies you invest in are being socially responsible. Doing business with financially-stable, altruistic brands, like Hytrol, ensures a positive effect on your bottom-line. We view our social responsibilities as fundamental ingredients for creating successful and encouraging relationships, both internally and externally. Studies have shown CSR to be one of the top drivers in attracting and retaining talent. It is also a large factor in the growth of employee engagement, which correlates to positive attitudes and overall higher performance. By choosing Hytrol, you are choosing to raise the standard for ethical and environmental standards.

ECO - FRIENDLY PROCESSES & PRODUCTS

A key element of corporate social responsibility is the continual reduction of waste, which results in a significantly reduced environmental footprint. Hytrol has strengthened our product line by implementing process changes that focus specifically on value-add for the customer. Below are a few examples of how Hytrol has lowered our impact on the environment:

EQUIPMENT UPGRADES

- Lowered energy consumption by 30% while increasing uptime by 20%.
- Greatly reduced the decibel level in the production area.
- Continual reduction of scrap material

STREAMLINED FLOW OF PRODUCTION PROCESSES

- Reduced our fork truck fleet by 60% (equal to 70 tons of coal per year)

LIGHTING CHANGES

- Replacing 750 light fixtures with more effective and efficient options
- Lowered our annual power usage by 890,000 KWH
- Made sure that the old fixtures were disposed of according to EPA standards

AIR AND WATER REGULATIONS

- By implementation of our powder paint system, Hytrol has eliminated the need for an air permit.
- We emit no VOCs (volatile organic chemicals) into the atmosphere.
- Received Environmental Achievement Award for outstanding compliance of pretreatment standards for waste water

To further our commitment to sustainable business, Hytrol is working to provide the industry with the most innovative and

energy-efficient products. A perfect example is our E24™, which uses 60% less energy than traditional 24-volt roller technology. Aside from offering a 10-year life expectancy, high torque with low RPM and a decentralized drive, the E24™ works flawlessly with our EZLogic® zero-pressure accumulation system. EZLogic® enables the conveyor to enter “sleep mode” when inactive for a period of time, which further multiplies energy savings. No matter the application, Hytrol is able to offer a sustainable solution.



CHARITABLE OUTREACH & COMMUNITY INVOLVEMENT

Contributing to the community has long been a part of Hytrol's standard practice. As a member of the local chamber of commerce (since 1963), Hytrol has represented the company on the Chamber Board, leadership development programs, young professional committees, and many other opportunities. Staying active in the community isn't limited to the chamber of commerce, but involves many other organizations that depend heavily upon volunteer participation. At Hytrol, giving back has always been a principle part of our corporate social responsibility. Even the smallest acts can make a big difference, such as our Blue Jean Fridays. On Blue Jean Fridays, Hytrol's employees raise money to benefit local groups by simply dressing casually!

TRAINING

By continual training of employees, integration partners, and customers, Hytrol is able to offer the industry's most knowledgeable workforce.

Internally, we have implemented the PACT program (Professional Advancement through Continuing Training), which enables our employees to strengthen and diversify their skill set. Additionally, we offer a 50% reimbursement for completed college courses taken while employed at Hytrol. By continually advancing the knowledge of our team, we are able to offer superior custom service and manufacturing flexibility, which allows us to better serve our integration partners and customers.

For over 37 years, training has been key to the success at Hytrol. Courses are offered not only to our employees, but our integration partners and customers, as well. We offer a wide range of schools and seminars, such as maintenance, advanced application, design and sales. The purpose of training at Hytrol is to enhance our network's ability to use, recommend, engineer and sell our product more efficiently. Through these training programs, we are able to build and maintain strong relationships with our network, while furthering the knowledge of our product.

QUALITY OF LIFE

Hytrol believes in taking a dynamic approach in bettering our employees lives, which is why we provide an on-sight, state-of-the-art health club. Diet plans, customized exercise programs and aerobic classes are also provided by a trained fitness coordinator. Since exercise can improve physical and mental wellness, our employees have a decreased risk for major health problems and stress-related illnesses.



Above — Hytrol's 100th Maintenance Seminar



Left — Our late founder, Tom Loberg, teaching an early training school

Our on-sight, full-service medical clinic offers all of the services you would find at a family clinic, as well as X-rays, EKGs and minor surgeries. The clinic also offers free flu shots and yearly physical exams. Since it is located on-sight, employees do not need to clock out or miss work to visit the doctor. What's more, the clinic staff are better equipped to accurately diagnose and care for the employees because they are familiar with them. All of these services are simply a benefit of being part of the Hytrol family!

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Hytrol...Lets the Plastic Out of the Bag!

Plastic shopping bags – they’re everywhere! The average american goes through approximately six per week. So what’s the big deal? Multiply that number by our current population (roughly 300 million) and it begins to add up. That’s why Hytrol is launching a campaign to help reduce the amount of plastic bags being used. Each of the over 500 Hytrol employees will receive two reusable tote bags to use in place of plastic bags. Committing to this initiative could potentially remove up to 160,000 plastic bags this year!

FACTS:

- Plastic bags are not biodegradable.
- They make up over 10% of washed-up pollution on the U.S. coastline.
- Over a lifetime, use of reusable bags by just one person would save over 22,000 plastic bags.
- It takes 12 million barrels of oil to produce the amount of plastic bags used in the US every year.
- On average, one million birds and 100,000 turtles die of starvation each year after ingesting discarded plastic bags.

