

# 'Green' Gets Media Attention



By Jack Morgan  
Editor

**B**y now, most of you know about 'Clean Green,' TRSA's new certification program for companies to document their attainment of ambitious goals for conserving natural resources.

But whether or not you've already signed up for Clean Green, most of you that are serious about succeeding in the textile services business have already taken steps to reduce water and energy consumption. In so doing, many of you have saved on laundry chemicals as well. Others are saving even more by recycling hangers, plastic, cardboard and other goods.

Because these practices are so routine, it may not have occurred to many of you that doing what's right for your company and the environment could also help you enhance your corporate image with positive local media coverage. While many of us are wary about the ability of any business organization to get a fair break from the media, particularly TV news, we know of at least two examples where this has happened in recent months.

Your participation in Clean Green can provide a "news peg" for local media to do a story on your company. We saw this a few weeks ago when Dempsey Uniform & Linen Supply Inc. was profiled by WNEP-TV, a Scranton-area ABC affiliate that did a segment on that company based on its progress in resource conservation in recent years. "Just by reusing water, we cut water consumption in half," Dempsey President P.J. Dempsey told a reporter who interviewed him during a tour of the company's plant in Jessup, PA. "So instead of using 2.5 gallons of water per pound, we're using a little over a gallon. It adds up. Basically, we're saving 600,000-700,000 gallons of water a week." The segment began by noting Dempsey

Uniform's certification as a Clean Green textile services company.

Another recent TV story led off with a focus on 'green' and the savings in water and energy that a local hospital had achieved after installing water recycling and other environmentally friendly equipment. In this case, CBS-11, KTVT, in Dallas/Fort Worth did a feature segment on the efforts that Parkland Health & Hospital System in Dallas had made to conserve natural resources in its on-premise laundry.

Again, a reporter toured the laundry with a manager, who detailed how equipment from vendors such as AquaRecycle was enabling the laundry to save 1 million gallons of water a year.

Local TVs like showcasing organizations that are doing right by the environment

It's easy to complain about the media's treatment of business, and much of the criticism is justified. However, it seems TV news directors will run occasional positive stories about the dramatic progress commercial and institutional laundries are making in resource conserva-

tion. Having a Clean Green certification to tout gives them even more reason to do a story. While we should never expect the news media to go easy on the industry, it's heartening to see that some outlets are willing to recognize what you've known all along—that this industry is making real progress in being green. **TS**



**MEDIA SUPPORT:**

Any operator that would like help pitching your environmentally friendly and/or Clean Green-certified commercial laundry to local media outlets should contact TRSA's Ken Koepper at **877/770-9274** or **kkoepper@trsa.org**.