

THE COMPANIES
THAT ARE REDUCING
THEIR CARBON
FOOTPRINT,
ONE STEP
AT A TIME

2014 GREEN AWARDS

For this, our fourth annual Green Awards, we introduce to you a number of innovative and pioneering businesses in South Jersey that are doing what they can to reduce their impact on the environment. From a company that completely converted its manufacturing processes to solar power to a well-established nonprofit that has continued to evolve its recycling efforts, the recipients of this year's awards are truly inspiring. We understand converting to green alternatives isn't always easy, but these businesses prove the effort truly is worthwhile.

BY MATT COSENTINO AND AMANDA HAMM HENGEL

GREEN AWARDS

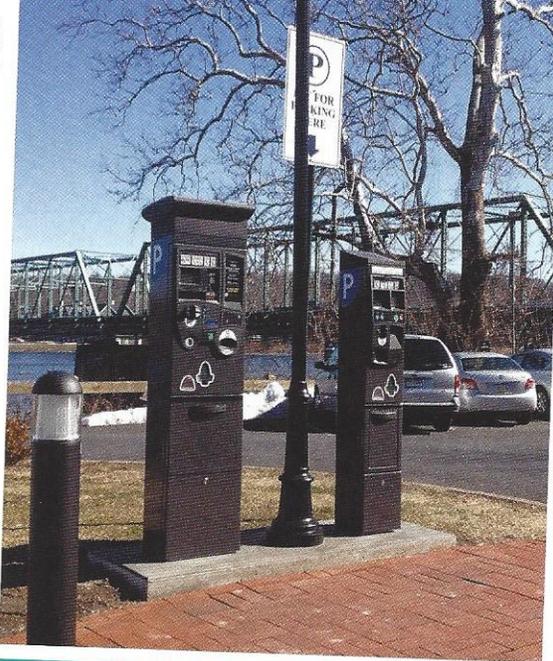
2014 Atlantic City, and participate in local Earth Day and Arbor Day events to provide educational and interactive activities centered on environmental awareness and stewardship.

ECO-FRIENDLY CLEANING NOTHING BUT GREEN LIVING ENTERPRISES, LLC

With a name like Nothing But Green Living Enterprises, LLC, it's pretty clear that this Mount Laurel-based company operates with a focus on green cleaning processes. In doing so, company COO Nathaniel Anderson says "Nothing But Green Living Enterprises is looking to promote efficiency and improve overall performance, cut costs and maximize profitability, and prove how sustainable approaches to waste/carbon footprints can leave a big impact on both the environment and a company's bottom line." Since introducing this thinking to municipalities, churches, schools, housing authorities and more along the East Coast, Nothing But Green Living Enterprises has helped hundreds of clients achieve these goals. In fact, those clients utilizing their green floor finishes and cleaning products—which have no zinc or styrenes and have low VOCs—have experienced a reduction in floor stripping cycles, which translates to an annual chemical reduction of 60 to 70 percent and a decrease in labor, time and effort by 45 to 55 percent. Some schools that contract with them, for example, have yet to strip floors after 12 years.

AHEAD OF THE CURVE PARKEON, INC.

Parkeon, Inc., which has its U.S. headquarters in Moorestown, uses an eco-friendly process encompassing materials, components, engineering, power management and IT systems to design a product most of us probably take for granted: parking meters. The goal is to minimize the environmental impact of the product over its life-cycle: from material choice through manufacturing, to in-



**SOLAR-POWERED PARKING METERS
SAVE MONEY AS THEY MAKE MONEY.**



**COMPUTER RECYCLING DOESN'T
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stallation logistics and on-street operations, all the way to removal and recycling when that time finally arrives. These solar-powered meters, and other transportation-related technologies developed by Parkeon, Inc., are utilized by companies, universities and cities around the world, facilitating urban mobility in order to reduce traffic congestion and pollution, even as city centers continue to expand.

GREEN EDUCATION NJM INSURANCE

As the founding sponsor of the Sustainable Jersey for Schools program, NJM Insurance is taking an active role in helping area youngsters gain an appreciation for the green movement. The company made a \$50,000 commitment to the new certification program, which is designed for New Jersey public schools and charter schools and provides specific guidance and resources for developing comprehensive sustainability programs. Participating schools will be rewarded for such initiatives as performing energy audits, establishing sustainability curriculum and boosting recycling efforts.

"NJM first became interested in supporting the Sustainable Jersey for Schools program because of its mission to spread awareness among boards of education, staff and students about the need for sustainable communities," says NJM Communications Administrator Eric Stenson. "The students of today are the adults of tomorrow who will play a large role in the future of our communities."

NJM's Hammonton facility, which opened in 2011, is another example of advancing sustainability measures. The design and construction of the building included energy-efficient heating, cooling and lighting systems, low-flow plumbing fixtures and modular office furniture. The company also stresses the importance of recycling office paper, computers and electronic equipment, and it recently diverted more than 9,000 pounds of used carpeting from entering landfills with a recycling program.

UPCYCLING MAGNUM COMPUTER RECYCLING

South Jersey entrepreneur John Martorano Jr. didn't mean to get into the electronic recycling business. He stumbled into the idea—literally—as he was hiking in the woods and discovered several discarded computer monitors. Soon after, Magnum Computer Recycling was born. Founded in 2006, Magnum is an EPA-registered company that is certified by Responsible Recycling Practices (R2). They provide businesses, schools, municipalities and other organizations safe and eco-friendly recycling options for computers and electronics—basical-