



## **NEWS RELEASE**

### **Wisconsin Department of Natural Resources**

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**FOR RELEASE:**

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**SUBJECT:**

**Perlick Corporation to participate in Wisconsin's Green Tier program**

**MILWAUKEE** – The Perlick Corporation has joined the Department of Natural Resources' Green Tier program.

The Milwaukee – based company is a fourth generation family business that supplies bar, beverage and refrigeration equipment to homeowners, restaurant chains, hotels, stadiums, theme parks and breweries worldwide.

“It's a pleasure to welcome the Perlick Corporation to the Green Tier program,” said Department of Natural Resources Secretary Matt Frank. “It has already established an impressive track record in developing products and implementing procedures that are environmentally sensitive and energy efficient.”

Perlick is a Tier 1 participant in Green Tier. In exchange for a commitment to superior environmental performance, the DNR grants benefits to Tier 1 participants including a single point of contact with the department for easier communications and collaboration. Other benefits include the use of the Green Tier logo in written marketing materials and annual public recognition of participation.

As a Green Tier participant Perlick has set environmental goals to:

- Reduce waste by decreasing cardboard usage in production;
- Curtail hazardous waste disposal by laundering rags instead of discarding them;
- Switch to a recyclable absorbent to clean up spills and oil leaks; and
- Implement an environmental management system (EMS).

“Perlick has always been known as leaders in the industry,” said Co-CEO Steve Bergum of Perlick Corporation. “The partnering approach of the Green Tier program with its focus on results, rather than regulations, encourages companies like Perlick to efficiently and effectively achieve real results. Carrying the Green Tier certification also raises the environmentally-friendly bar for everyone in the industries we serve.”

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Perlick Corporation has always focused on energy efficiency. Many of their products carry the Energy Star label, a government-backed labeling program that helps people save money and reduce greenhouse gas emissions by identifying energy efficient items. Perlick surpasses Energy Star standards by an average of 23.7 percent on many products, and their most efficient model surpasses the standards by 64.4 percent.

Perlick's design standards play an important role. Strong seals that keep the cold air in the refrigeration units are achieved by using strong door gaskets and magnets. Putting two inches of insulation in cabinets and doors as well as sealing the tops of the units to their cabinets also help with efficiency. Perlick continues to work on achieving Energy Star status on all of its units.

The company continues to explore new ways to enhance its environmental performance. One such example is Ecomate®, a relatively new blowing agent in the family of polyurethane foam systems that, unlike other options, does not contribute to ozone problems or global warming.

Perlick has made it a priority to find responsible recyclers for metal, paper, skids and electronics. It also replaced 1,700 T12 light fixtures in the facility with more efficient T8 fixtures. Payback time was just eight months due to energy savings.

It has realized environmental gains by eliminating certain processes and equipment. Eliminating the paint booth reduced the amount of Volatile Organic Compounds (VOCs) emitted from the facility as well as the amount of hazardous waste that came from paint filters, overspray paint, gun cleaning, and off specification paint. This also removed the need for a water wash system and treatment facility. Likewise, by no longer using a degreaser process, Trichloroethylene (a VOC) has been eliminated.

Perlick Corporation is a leading manufacturer of innovative total package bar and beverage systems, including custom refrigeration equipment, custom underbar equipment, beer dispensing equipment, brewery fittings and luxury residential refrigeration that optimize energy use, improve style and increase durability to help maximize the profitability of beverage service operations. Perlick employs over 200 people at its 300,000 square foot facility in Milwaukee, Wisconsin. To find out more, call 800-558-5592 or visit [www.perlick.com](http://www.perlick.com).

Wisconsin's Green Tier is the first program of its kind in the nation. Under Green Tier, qualified businesses and associations make binding commitments to superior environmental performance. In exchange, these businesses are given incentives proportional to their environmental commitments. Green Tier enables good environmental actors to perform even better and recognizes their work. This allows DNR to focus its resources on those facilities that need greater attention and assistance in meeting environmental requirements.

For more information about Green Tier and [Perlick Corporation's participation](#), visit Green Tier <http://greentier.wi.gov>.