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**verall**  
**Supply™**

**Clean Green** Movement



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# WELCOME

to our **POS**  
**Clean Green Vision**



Prudential Overall Supply is committed to the Clean Green movement. Our core values align with the core values of being a greener company. We want to try to improve and do what's right in the long-term for the environment, our customers, our employees and the communities that we operate within.

## Building **Blocks** towards environmental stewardship

As a \***LaundryESP** member, POS has dedicated significant efforts working to accomplish the program's resource conservation and pollutant reduction goals. The knowledge gained from this initiative will help us assist our customers in helping them achieve their environmental and business objectives.

### ACTION PLAN

- Showcase Clean Green with our customers and suppliers.
- Contribute positively to the Clean Green movement.
- Remain focused on Clean Green sustainability through a continuous improvement process.



## LaundryESP **Clean Green** industry-wide results

LaundryESP dedicated significant efforts to help accomplish the program's resource conservation and pollutant reduction goals. Ten years of data have been compiled and analyzed.

### RESULTS:



#### INDUSTRY DATA

28% Reduction - Water Usage  
14% Reduction - Energy Usage

**All accomplished during a 41% industry-wide  
production increase!**



\*LaundryESP is a cost-effective and flexible program designed to raise the environmental performance of textile service and supply companies and improve relations with customers. The program allows large and small companies alike to choose from a variety of initiatives that each participant can tailor to its operations. Performance will be reported on an industry-wide basis. All participating companies can contribute to the overall success of the program. LaundryESP's success also depends on a strong alliance between the associations, laundries, customers and suppliers. The program includes a statement of environmental principles, a set of program goals, a menu of voluntary initiatives, and marketing promotions.



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*Quality Service  
Since 1932*

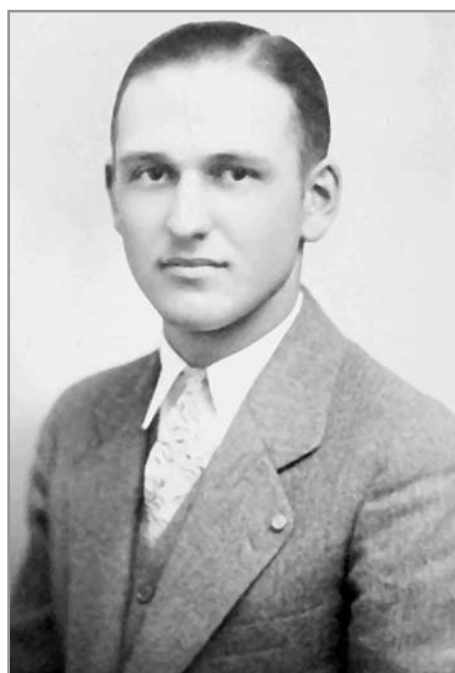
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## a message from our founder

"Tell the customer exactly  
what we can and cannot do.  
Then, do everything we have  
promised and expect a fair  
price for our services.

If we all do this,  
we will grow, retain our  
customers and prosper."

*John D Clark, Founder*





## A Critical supplier

Businesses and other types of organizations of all sizes rely on Prudential Overall Supply (POS). POS services light, heavy and hi-tech manufacturing; healthcare; restaurant services; retail, construction, and transportation industries; and institutions. Customers rely on POS for clean and protective textiles to ensure the safety and well-being of their employees and customers, to promote a professional image, and to safeguard product quality during manufacturing. POS provides and launders textiles such as:

- Uniforms
- Dust mops
- Counter & bath towels
- Healthcare mops & towels
- Floor mats
- Shop & print towels
- Aprons
- Cleanroom garments



## Raising awareness

"By raising environmental awareness and providing clear improvement goals, LaundryESP has placed the institutional and industrial laundry sector in a leadership position among industries attempting to reduce the use and release of hazardous chemicals and conserve energy and water resources. This environmental stewardship program is an excellent example of what industry can accomplish voluntarily, in partnership with government."

*(Charles M. Auer, US EPA Director, Office of Pollution Prevention and Toxins)*





## Prudential Overall Supply Achieves a 44% Carbon Reduction versus Home Wash / On Premise Laundry (OPL)

### LaundryESP PROGRAM

Our obvious intention was not to let production suffer, and it did not. Between 1997 and 2006, industry wide production increased and the increase was an impressive 41%. This means that 12.16 billion lbs. of textiles were processed in 2006 vs. 8.62 billion in 1997.

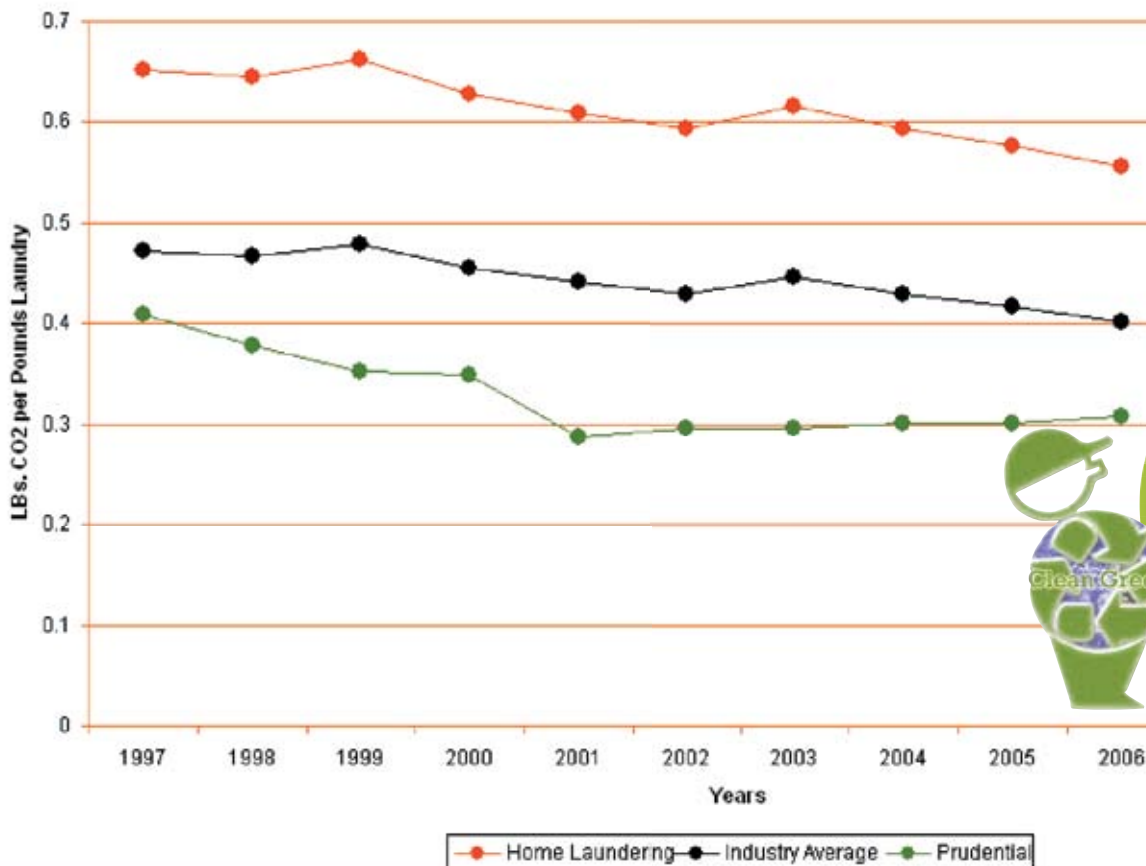
Ten year trend for LaundryESP Industry-Wide Data resulted in a 15% carbon footprint reduction.

### RESULT

Based on LaundryESP data, the industry cut greenhouse gas emissions by 15% from 1997 to 2006. The amount of CO<sub>2</sub> released by a facility or an industry is often referred to as its 'carbon footprint.' To put the 15% into perspective, this means that the industry reduced its emission of CO<sub>2</sub> by 2.4 billion lbs. over 10 years. That's like taking 220,000 cars off the road for a year. It's also equivalent to the annual amount of CO<sub>2</sub> trapped by 45 million trees.

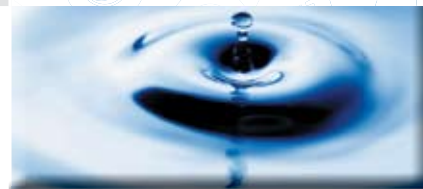
- Textile Rental Magazine, January 2009

Carbon Footprint Per Pound of Laundry



Prudential's carbon footprint reduction efforts remains better than industry average and far better than home wash.





## Prudential Overall Supply Achieves a 46% Water Reduction versus Home Wash / On Premise Laundry (OPL)

### LaundryESP PROGRAM GOAL

10 to 25% reduction in the gallons of water used per pound of textiles processed.

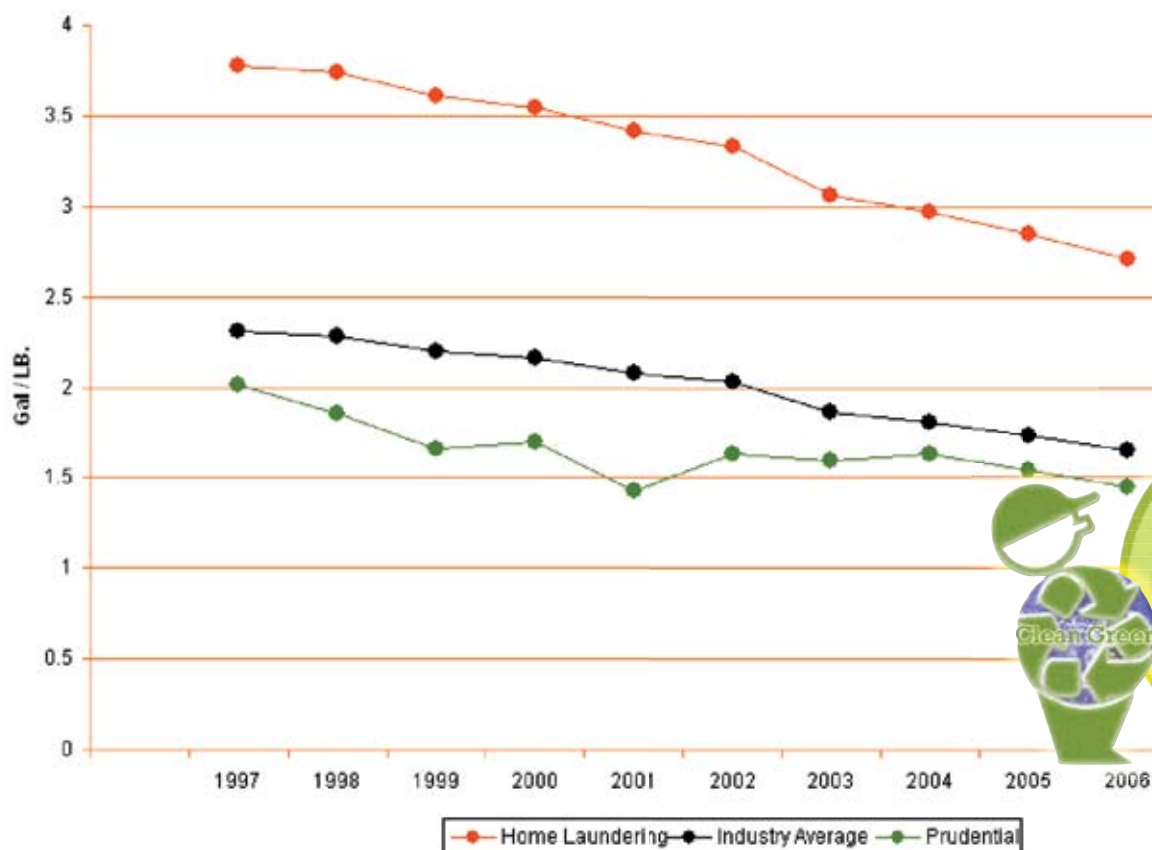
Ten year trend for LaundryESP Industry-Wide Data resulted in a 28% water reduction.

### RESULT

28% reduction in gallons of water used per pound of textiles processed. As an example of the results presented to EPA, the industry exceeded its original goal of 25% for water reduction. During a 10-year period (1997-2006), the data shows that the industry reduced water use by 28%, while at the same time increasing production by 41%.

This means that 12.16 billion pounds of textiles were processed in 2006 vs. 8.62 billion in 1997. The water usage per pound of product processed was on average 1.7 gallons in 2006 vs. 2.3 in 1997. This reduction in the use of water translates to a savings of 26 billion gallons over 10 years, which is equivalent to the amount of water that 700,000 people would use annually. - Textile Rental Magazine, January 2009

Water Use in Gallons Per Pound Laundry



Prudential's water reduction efforts remains better than industry average and far better than home wash.



### PRUDENTIAL FACT:

Aside from saving water, Prudential's water reuse programs conserve energy by capturing BTU's found in warm water normally discharged to the sewer.



# Energy Usage



## Prudential Overall Supply Achieves a 44% Energy Consumption Reduction versus Home Wash / On Premise Laundry (OPL)

### LaundryESP PROGRAM GOAL

10 to 25% reduction in energy consumption per pound of textiles processed.

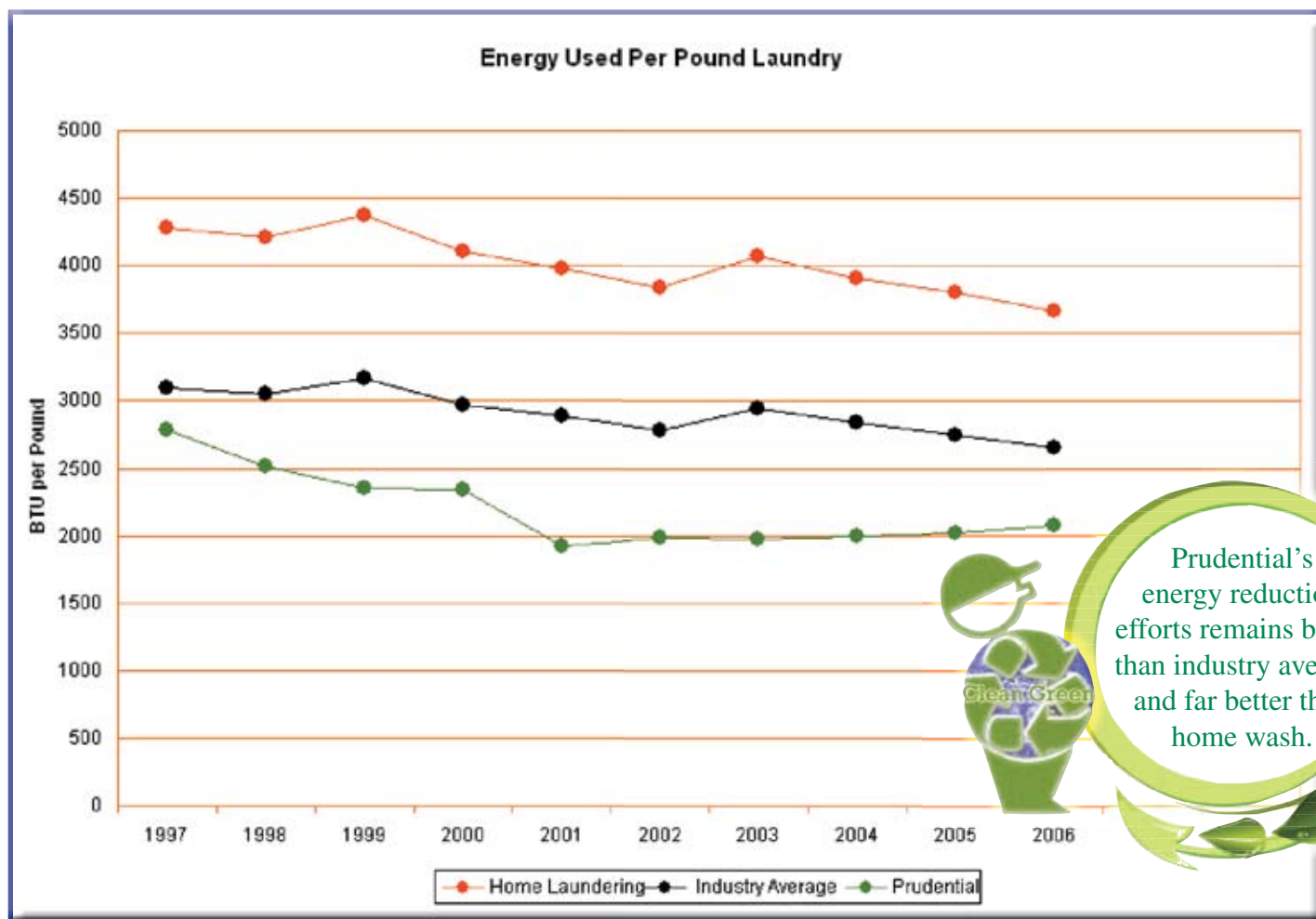
Ten year trend for LaundryESP Industry-Wide Data resulted in a 14% energy consumption.

### RESULT

14% reduction in energy used per pound of textiles processed between 1997 and 2006.

In terms of energy used between 1997 and 2006, there was a decrease of energy consumption, or a savings of 16 trillion Btu, or the equivalent of the total amount of electricity used annually by 450,000 U.S. homes. Additionally, an unexpected benefit of LaundryESP is a reduction in the industry's carbon footprint. Over the same period the industry reduced greenhouse gas emissions by 15%, or the equivalent to the annual amount of CO2 trapped by 45 million trees.

- Textile Rental Magazine, January 2009



### PRUDENTIAL FACT:

Prudential achieved a 25% reduction through the use of new equipment and low temperature laundry chemical formulas.



## OPL / Home Wash

We compete with direct sales companies selling uniforms that are laundered at home, and we compete against disposable products. Neither of these two options can be demonstrated as a cleaner option.

Home laundering of uniforms introduces far more chemicals into the waste stream, uses over twice the water, and releases 30% more greenhouse gases into the environment.

### GREEN FACT:

Compared to laundering clothes at home. Data indicates strongly that a professionally laundered uniform is much greener when handled by a industrial launderer.

### INDUSTRY FACT:

The National Institute for Occupational Safety and Health recommends changing clothes before going home and leaving soiled clothes at work to prevent take-home contamination. "Normal house cleaning and laundry practices are often inadequate for decontaminating workers' homes and clothing and can increase the hazard to the person performing the task and others in the household."

*(Report to Congress on Workers' Home Contamination Study, U.S. Department of Health and Human Services, September 1995).*

## OPL / Home Wash vs. Prudential Results & Industry Results

### POS DATA



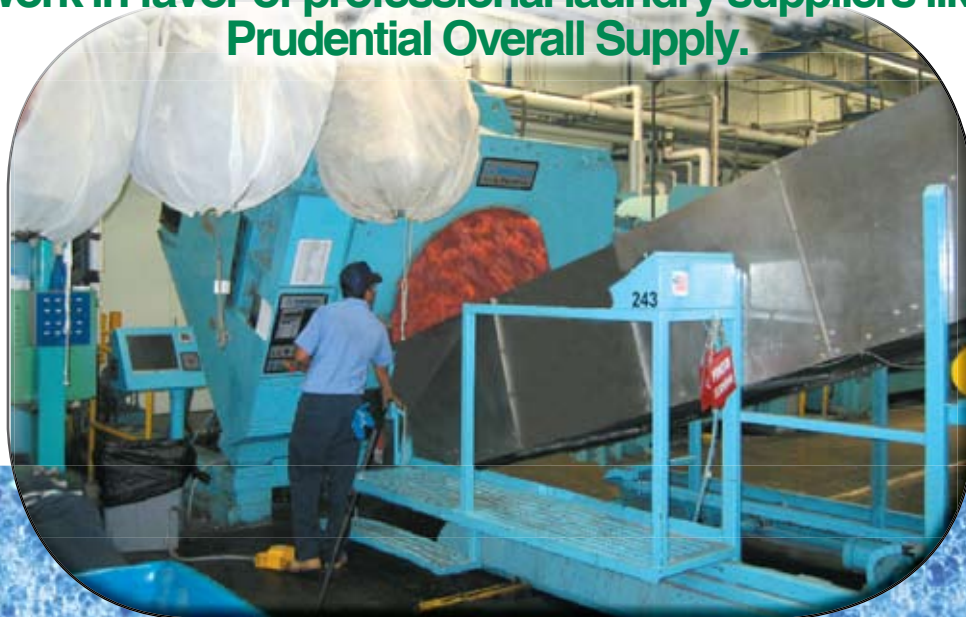
44% carbon reduction  
46% less water  
44% less energy

### INDUSTRY DATA

39% less water  
38% less energy

Source: Textile Rental Magazine, December 2008

**This is a direct correlation to economies of scale which work in favor of professional laundry suppliers like Prudential Overall Supply.**





## Prudential defines reusable...

research the comfort and affordability of reusable products

- ✓ Reduce carbon footprint
- ✓ Reduce waste
- ✓ Reduced cost
- ✓ Improve morale / comfort
- ✓ Improve compliance
- ✓ Reduce energy consumption from direct operations
- ✓ Reduce water consumption
- ✓ Reduce labor costs and liabilities

### ✓ Disposable savings

Projected Annual Savings >30% or more when you switch to reusable products.

### ✓ Internal labor savings

By outsourcing this service it allows you to focus more on your core business.

### ✓ Reduction of waste

Reusable programs save on your disposal costs and waste footprint.

### ✓ Procurement savings

Time and overall cost reduction.

### ✓ Capital investment savings

We rent it to you, unlike a disposable program where you have to purchase and frequently manage inventories.

### ✓ Freight savings

In most cases we deliver business to business.

### \*The Bottom Line

**Environmental liability can be the biggest expense and the worst publicity a company ever faces. Any way you spin it, reusables are the best bet for reducing liability and protecting the environment.**

\*Uniform & Textile Service Association, Myths and Facts Brochure, 2002

**Whether you burn it, bury it or pay to recycle it, reusables costs less and reduces your carbon footprint on our earth.**





## Liability

### Disposable users should ask “Where and how much?”

You can never completely escape liability. A disposable company can promise to pay expenses related to cleanup activities at a Superfund site. They cannot absolve you of your liability. You, as the generator, are always accountable. And, even if they pay the cleanup cost, the bad publicity, legal costs, and big fines to restore natural resource damages will stay with you.

You can limit your liability. Use reusables. There are four major statutes that pose liability risks-The Resource Conservation & Recovery Act (RCRA), the Clean Air Act (CAA), the Clean Water Act (CWA), and the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA or “Superfund”).

Many businesses are at risk under RCRA as “generators” of hazardous waste. Reusable textiles are looked upon more favorable



by the EPA. Therefore, the disposable has greater potential liability.

Under both CAA and CWA, the user bears no liability for using a reusable shop towel. All liability is borne by the laundry and, by law, cannot be transferred to the user.

*- Uniform & Textile Service Association, Shop Towels Rental vs. Disposable Brochure*



#### PRUDENTIAL FACT:

Prudential controls pollutants removed from soiled textiles with extensive management practices and proven wastewater pretreatment systems. If this service did not exist, these pollutants would be discharged into sewers in uncontrollable quantities from homes and businesses, and/or would be carried on disposable products directly into unlined municipal landfills.

#### INDUSTRY FACT:

Since 1990 the textile service industry has advocated nationwide shop towel environment management practices designed to encourage customers to conserve and recover resources.

*(UTSA and TRSA Management Practices for Soiled Reusable Textile Handling - Update 2001).*



# Benefits of Reusable vs. Disposable Shop Towels



## Shop Towels

rental vs. disposable

### DID YOU KNOW?

Facts about what disposables do to our environment:

EPA says: "Products made of paper and paperboard (including disposable wipers), are the largest component of municipal solid waste." "Two thirds of municipal solid waste landfills are unlined and vulnerable to contamination."

- *Environmental Information, Ltd.*

In 1996, the pulp/paper industry:

- Released over 16 million pounds of toxic pollutants directly into our Nation's waters.
- Emitted nearly 204 million pounds of toxic pollutants into our air.
- Consider what the cumulative impact is each year as demand grows.

EPA data shows that over their lifetime, paper towels use 2,850% more water, 12,590% more energy, and produce 210% more solid waste than reusable wipers.

The Greenpeace Guide to Paper states that "even unbleached or non-chlorine bleached paper products are undesirable, simply because they are disposable. Reusable alternatives must be promoted instead."

- *Uniform & Textile Service Association, Shop Towels Rental vs. Disposable Brochure*



### INDUSTRY FACT:

U.S. Environmental Protection Agency data supports what common sense tells us:

Laundered, reusable textiles are better for the environment than the alternative, disposable products.

For example:

- **Reusable shop towels use 94% less water than disposable paper towels**
- **Reusable shop towels use 99% less energy than disposables**
- **Reusable shop towels produce 52% less solid waste than disposables.**

*(Based on data from the U.S. EPA's Environmental Assessment of Shop Towel Usage in the Automotive and Printing Industries, 1996).*



# Sustainability & Continuous Improvement



The success of LaundryESP, recognized by the U.S. Environmental Protection Agency, is significant and ground breaking. The industry pursued the goals of LaundryESP through voluntary participation that fosters individual corporate responsibility. Participating companies chose a variety of voluntary initiatives.

Prudential Overall Supply has a long standing policy to comply with or exceed all local, state, and federal environmental laws and regulations.

*Included in these regulations are:*



- Clean Air Act



- Clean Water Act



- Resource Conservation & Recovery Act

(For control of the generation, treatment, storage, transportation, and disposal of hazardous materials)



- Comprehensive Environmental Response Compensation & Liability Act

(Superfund Site Clean-Up)



- Occupational Safety & Health Act

(For worker protection, emergency planning, preparedness, and "Right-to-Know" reporting)



## Compliance

with these standards is met through:

### Management Support



### Customer Education



### Monitoring



### Increase Equipment Maintenance



### Recycling & Reclamation



### Best Management Practices for servicing and handling of soiled textiles



### *Additional Support Procedures:*

- Use of environmental controls
- Process modernization
- Pollution prevention
- Increase employee awareness and training
- Laundry ESP participation
- Eliminating underground tanks
- Close communications with regulatory agencies





## Prudential's Processes

are designed to help protect the environment

### Air Emissions Are Reduced

Prudential Overall Supply's wastewater treatment systems are some of the best in the United States

- Water reclamation
- Low temperature washing
- Water conservation
- Dewatering of sludge
- Shaker filtration system

Paper and trash recycling at all Prudential facilities

Other Recycling Programs Include:

- Computer and Electronic parts
- Fluorescent lights
- Heat is reclaimed from wastewater
- Truck tires retreaded
- Batteries and used truck parts
- Used tires shredded
- Used oil and antifreeze
- Hanger recycling

## Forward Thinking

Green consciousness continues to  
borough through our society related  
to the cars we drive, the personal  
products we take home and the  
messages delivered through popular  
culture. With Earth Day approaching  
40, it doesn't appear to be a passing  
fad. It's also about doing what's right  
for the long-term.



"LaundryESP helps companies reduce their environmental impacts and save money at the same time. These innovative partnerships are a great way for businesses to move down the path to environmental leadership."

*(Richard T. Farrell, Associate Administrator, Office of Policy, Economics and innovation, USEPA, Letter to LaundryESP participants)*



## PEPPERDINE UNIVERSITY

Strengthening Lives for Purpose, Service, and Leadership

### Pepperdine MBA Clean Green Market Analysis Program at Prudential's Irvine Plant.

Pepperdine University MBA students took their first crack last Thursday at analyzing the rental laundry industry's green marketing potential. In a class at the Malibu, CA-based college's extension campus in Irvine, they began to identify opportunities to develop greater consumer awareness of the environmental benefits of uniform and textile service. Providing background for the discussion were ADI's Steve Kallenbach and Prudential's Jerry Martin, members of UTSA's Marketing Steering Committee. The semester-long project could recommend a number of efforts to boost the public perception of rental service, including some type of green certification program for launderers. The work is under the auspices of the Pepperdine business school's Education to Business program, in which students work directly with corporate execs to identify strategic problems or opportunities and solve these issues through real-time MBA case projects. 09/01/08

Prudential Overall's Irvine, CA plant will be the destination this week for Pepperdine University MBA students whose class project requires them to evaluate our industry's green marketing potential and recommend strategy for promoting our services to consumers. The students will be shown how reusable textile processing is environmentally superior to providing disposables, and they'll witness how our facilities make better use of natural resources than home laundering. More companies will be encouraged to host the students this fall as they seek to learn more about the industry. 09/18/08

Source: UTSA Scoop, September 1st & 18th, 2008

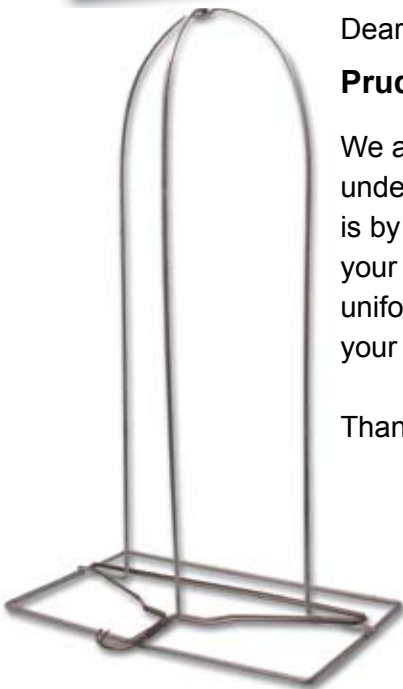


Dear Customer:

### Prudential's Recycle Hanger Program

We are trying very hard to keep your cost under control. One way you can help us is by recycling your hangers. Please turn your hangers in each week with your soiled uniforms. Racks have been provided in your locker room for easy recycle use.

Thank you!

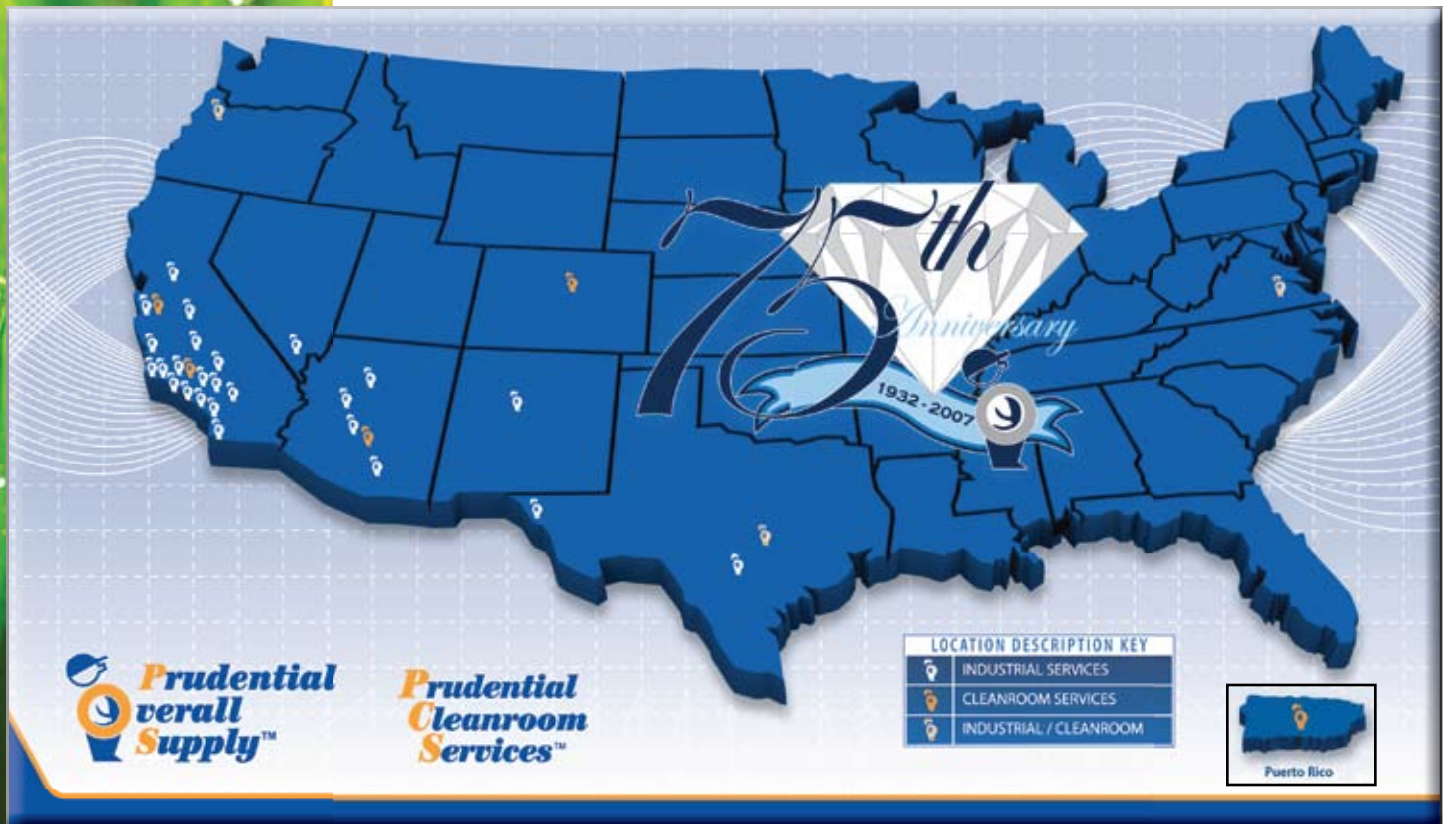






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