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## It's too easy being green

Companies seek ways to establish credibility in the face of false claims

**Charlotte Business Journal - by Susan Stabley Staff Writer**



photo by DONNA BISE

INX International Ink Co. earned the ISO 14001 designation at its Charlotte plant. The process included heightened environmental controls. Michael Davis, plant superintendent, and Al Baird, general manager, pause next to ink-processing equipment. The plant's energy-efficient systems include vents that replaced ceiling fans and updated lighting.

An ink manufacturer might not be the first company that comes to mind when considering green businesses.

But INX International Ink Co. made protection of the environment a priority for its Charlotte plant. The company makes metallic inks for 95% of the domestic beverage-can market, including "Coke red," "Pepsi blue" and "Mountain Dew green."

In January, INX received ISO 14001 certification, a stringent standard for environmental management administered by the International Organization for Standardization.

"Part of the ISO 14001 certification says you need ongoing, active processes that make you more of an environmentally friendly company," says Al Baird, general manager at the Charlotte plant. "We looked at what issues could cause a spill, what could cause pollution and what affects the environment."