

JUST ONE THING

Submitted by: Lisa Berghaus, lberghaus@mpm.com

Company/Organization: Monadnock Paper Mills Inc.

Type of Organization: For profit

Number of Employees: 170

Category: Environment

Challenge or Opportunity: Sustainable retail brands are seeking alternatives to plastics in their stores. In this case it is to replace styrene with a fiber-based alternative. The materials require high-performance that historically only plastics could deliver. With our extensive work in plastic alternatives as well as retail solutions, we knew we could solve the problem.

Approach or Solution: There is little in the way of recycling for styrene signs. Stores use tons of the stuff every day. Through our Un-Plastic initiative we developed a full line of renewable and recyclable fiber-based solutions. They're beautiful, sustainable and they work. Monadnock ENVIsual is now being specified by sustainable retail brands across the country.

Impact: Replacing petroleum-based products with renewable alternatives has quantifiable positive impacts on the environment. Taking plastic out of landfills is a win for everyone.

We are finding that each new Un-Plastic product line we develop opens doors for new and exciting applications. Already it has led to two new product development projects.