



News Release

Coca-Cola Enterprises Receives Emerald Award for Environmental Excellence

- Hollywood Bottling Facility Recycles, Conserves Energy and Saves Water -

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Coca-Cola Enterprises Inc. (CCE), located at 3350 Pembroke Road in Hollywood, is the winner of Broward County's 2008 Emerald Award in the "Recycling-Large" business category. Each year, the Broward County Environmental Protection and Growth Management Department recognizes several local businesses for their outstanding environmentally-responsible business practices. Each business receives an Emerald Award for the exceptional efforts they are implementing to protect the environment.

The Broward County Board of County Commissioners will present trophies to all of the winners at a special ceremony followed by a brief reception at 1:30 p.m. Tuesday, April 28, in the Broward County Commission Chambers, Room 422, of the Governmental Center, 115 S. Andrews Ave., Fort Lauderdale. The program recognizes businesses for their voluntary efforts in four areas: waste reduction, recycling, improved operating practices, and other "green" strategies that reduce pollution and waste. Both large and small businesses are eligible. One business is also honored with the title "Environmental Business of the Year," which will be announced at the ceremony.

Altogether seven businesses will be given Emerald Awards and several individuals and one municipality/government agency receive the 2008 NatureScape Emerald Awards for incorporating NatureScape Broward techniques into their landscaping. Receiving an Emerald Award can help companies boost business. Research has shown that a company's environmental reputation will rival quality and brand name as criteria used by customers. Environmentally-friendly business practices can help companies attract new customers, encourage repeat customers and boost employee morale.

CCE developed a comprehensive recycling program and went from disposing a large part of its waste to currently recycling about 87 percent of waste generated at the site. Materials recycled include: cardboard, plastic, stretch wrap, chipped strapping, office paper, aluminum cans, PET plastic bottles, drums/totes and metal. In addition to recycling, improvements made to conserve water and energy in the facility include:

- Installation of two air (versus water) rinses on production line that saved more than 1.9 million gallons of water annually
- Installation of energy efficient evaporator tower for refrigeration
- Removal of two high energy pieces of equipment
- Conversion from wet line lubrication to dry line that reduced water use to about 30,000 gallons weekly
- Elimination of four closure coders, reducing 112 liters of hazardous materials
- Installation of laser print technology for bottle codes, eliminated use of ink and solution

Emerald Award winners will be individually featured in a series of media releases leading up to the Emerald Awards ceremony. More information, including application procedures and guidelines, is

available online at www.broward.org/environment, or call 954-519-1257. For more information on Broward County's green initiatives, programs and services, visit www.broward.org/gogreen.

For more information on Coca-Cola Enterprises, Inc. in Hollywood call 954-985-5000.



Bundles of crushed cans ready for recycling.

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