

Press Release**15 February 2006****Godfrey Hirst accredited as a Waste Wise Business**

Godfrey Hirst Australia Pty Ltd, one of the country's largest carpet manufacturers, has been accredited through the Waste Wise Geelong Network as a Waste Wise business.

Godfrey Hirst Carpets aims to minimise or eliminate all adverse impacts that its activities and products may have on the environment. This includes the minimisation of pollution and seeking ecologically sustainable waste management systems.

The company's philosophy of minimising the impact of operations on the environment has resulted in a manufacturing process that is efficient, environmentally responsible and cost effective. Many initiatives have been introduced to reduce, re-use and recycle. Positive recycling practices have also been reinforced in office areas.

One of the significant recycling initiatives introduced by the company includes recycling of water used in the carpet dyeing process. Previous technology used large liquid ring vacuum pumps to extract excess water from dyed carpet; during this process, a rotating ring of fresh potable water (called 'seal water') achieves the pumping action inside a cylindrical housing and is discharged continuously from each pump.

Godfrey Hirst Carpets has developed a system to capture and treat seal water so that it can be reused into each pump on a slowed-loop, continuous basis resulting in a saving of more than 232 kL of water per day. This represents a 32.5% water reduction for carpet dyeing operations, equating to 85 ML of water over the course of the year, or around 85 Olympic sized swimming pools.

Godfrey Hirst Group Operations Officer, Mr Tim Maishman said "Godfrey Hirst has made significant investment and effort to improve environmental performance, involving all of its personnel and operations. Improvements to carpet dyeing efficiency have increased productivity, reduced water consumption and increased the efficiency of energy per metre of carpet produced. Waste from the Geelong plant has also been significantly reduced, while recycling initiatives in removing wool from waste streams have reduced greenhouse emissions by 30%".

Waste management and environmental sustainability is an ongoing project and Godfrey Hirst Carpets remains committed to reducing greenhouse gas emissions and will continue to seek and invest in opportunities for further reductions in the future. Winners of the 2005 Savewater Awards for outstanding achievement in water conservation and the Greenhouse Challenge Plus Awards for outstanding achievement in greenhouse gas abatement, Godfrey Hirst is committed to 'green' manufacturing.

Accreditation with the Waste Wise Geelong Network builds on the company's reputation as a leader in environmental performance and practices in Australian manufacturing. The program is an initiative of the Barwon Regional Waste Management Group, Sustainability Victoria, Geelong Chamber of Commerce and the City of Greater Geelong; free support is provided to organisations to become Waste Wise accredited.

Further information:

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