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Network of National Standards

By Darrell Zuercher

Film Salvage Company of Mountain City, Tenn., earlier this year joined the ranks of only 2,620 ISO 14001 certified companies in the United States. This achievement, along with the expansion of its service lines, earned the company the Johnson County Chamber of Commerce's 2004 "Industry of the Year" award.

Along with Film Processing Company, also located in Mountain City, Film Salvage Company is a division of FPC, Inc., which is a wholly-owned subsidiary of Kodak Corporation. FPC adds audio striping to film used in the entertainment industry, and recycles all Kodak film used in entertainment in North America, as well as personal camera film that has exceeded its shelf life. The company's services are expanding, however.

Two years ago, Film Salvage Company began a pilot program of recycling computer components. The program has been expanded into a viable business model involving the recycling of electronic and electro-mechanical devices.

The International Organization for Standardization (ISO) "is a network of the national standards institutes of 148 countries...ISO is able to act as a bridging organization in which a consensus can be reached on solutions that meet both the requirements of business and the broader needs of society."

According to its website, www.iso.org, the ISO 14000 family of standards, including the ISO 14001, "is primarily concerned with 'environmental management.'"

ISO 14001 requirements for an EMS include policy statements, environmental impact studies of a company's activities, products and services, performance objectives, management targets, employee training, estab-

lishment of metrics, documentation of instructions and practices, and periodic audits and reviews, according to the Environmental Protection Agency (EPA).

"Corporations all around the world work for years to achieve this, and some of them don't even try because it's just too much work to do," says Kathy Beckhardt, chief executive officer of FPC, Inc.

Richard Wittenberg, plant manager of Film Salvage Company, adds, "This is not something we just jumped through the window and got. This was a pretty elongated process. You have to identify everything that you do within your company, and then make a statement about how you are going to address the impacts and aspects of the work and how you can improve it."

"We document what we do that has a negative effect on the environment and what has a positive effect on the environment," says Sam McEwen, Kodak's health, safety, and environmental manager for the North American region. "You identify those aspects. That's the invasive part. That's where you're out seeing what each particular job does. You have to get your employees involved. You have to let them know what's going on. Besides the time spent, it costs us very little outside capital."

Employee training also played a major role in the certification process.

Joe Osborne, plant manager for FPC, states, "At least 40 hours of training was done per year for each employee. It comprised mainly activities in their specific departments, but also



Image By Darrell Zuercher

Employees of a Kodak subsidiary display their March 2004 achievement.

and environmental standards for your company, that you 'walk the walk and talk the talk,' and that your people are aware of the standards and practice them."

"[The certification] really sends a signal about the motivation and professionalism of the workforce," Rodli adds. "To get this certification obviously speaks well

about your own environmental concerns and the [safety of] your employees in a plant like this, but it also sends a broader signal about the quality and capability of that workforce."

Beckhardt says, "This certification has a couple of significant advantages for us. First of all, we do a lot of recycling for the Kodak company. The fact that we are [ISO] 14001 certified site tells Kodak that we understand our business and we know how to do recycling in a very environmentally friendly way."

The certification of Film Salvage Company supports Kodak's philosophy. "Kodak has always been at the forefront of areas of recycling and pollution mitigation, so this new area at FPC fits very well in the Kodak world," says Rodli. "Last year, we got an Energy Star Award from the EPA for very efficient energy reduction, pollution production and emissions through energy saving technology."

Wittenberg adds, "Really, this is just an upgraded level of what we'd been doing for years anyway — being good corporate citizens, not only in business, but also in the community." □

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