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Sustainability has become a key part of this venerable company's corporate strategy and its holistic solutions for customers.

Rockwell Automation president Keith Nosbusch opened the company's 2009 Corporate Responsibility Report, titled "Smart, Safe and Sustainable Manufacturing," with the following observation: "Our mission is to improve the standard of living for everyone by making the world more productive and sustainable. That's what we do every day." Difficult times, he added, had changed this well-known provider of automated and power solutions into "a very different company" than what it had been the year before.

Don't be confused by the last sentence. While corporate-leadership statements like this are sometimes used as a caveat to temper expectations, that's not the case here. Nosbusch's comments preface an engaging, positive-result overview of this 107-year-old industrial giant's efforts to tap new efficiencies for itself and its customers through a mission-changing commitment to safe, sustainable manufacturing practices. Rockwell Automation has embraced sustainability for the long run, and the best evidence may be its own headquarters facility.

Selected Sustainable Gains at Rockwell Automation, 2009

Compared with 2008, Rockwell's 55 manufacturing and core locations:

- $ Used 15% less electricity
- $ Used 4% less natural gas
- $ Decreased direct and indirect CO2 emissions by 12%
- $ Reduced solid waste generation by nearly 30% and recycled or reclaimed 80% of that solid waste

Source: Rockwell Automation Corporate Responsibility Report, 2009.

Case in Point: Sustainability Simplified

Technicians at Rockwell Automation's high-current test lab in Milwaukee recently took a giant leap toward sustainability simply by changing their daily routine. "We continually track what we consume in our peak energy periods, and have found a lot of things that go on during peak, which creates a huge spike," notes Phil Kaufman, business manager for industrial energy management. At the test lab, a 12-hour demand schedule would begin each day just after 10:00 a.m., "when the price is the highest," says Kaufman. He noticed, though, that the lab's energy

use spiked each morning at 10:15, the time technicians turned on their equipment and set up for the day. When Kaufman told the technicians they could reduce energy costs if they turned on their equipment just 30 minutes earlier, they gladly complied. "And when we reworked the numbers," he says, "the savings was $90,000 a year, just by moving them ahead a half hour."