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Friday, September 19, 2008

**Sustainability**

**Best practices: Robert Boscamp, RC Cabinets**

Phoenix Business Journal - Phoenix Business Journal

What does sustainability mean to you? "Sustainability is about conducting our business in ways that maintain our financial stability without compromising on the quality of life or the needs of future generations."

What is your business doing to be sustainable? "**RC Cabinets** focuses its sustainability efforts on product selection and operations. We now offer more products made from sustainable forests, for example. Our manufacturing process optimizes the use of raw materials, and much of our waste is recycled. Our staff is doing more to save energy. We also switched to more fuel-efficient delivery and service vehicles -- which, combined with more efficient routing, has increased our miles-per-gallon performance nearly 200 percent."

How has your business benefited from implementing those practices? "We have experienced substantial savings that have improved bottom-line performance, and we've progressed with our industry toward more sustainable practices, so it's had a positive impact on our marketing efforts, too."

What challenges have you encountered along the path to sustainability? "The biggest challenge is overcoming the perception that sustainability practices always result in added cost or lost productivity. Another challenge is clearly defining the sustainable impact of a given product or process. In some cases, it's difficult to source enough of an environmentally preferable product to be practical for use with high-volume production."

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