

Wynalda Packaging Goes Solid Gold

By Mindy Miner

The Rockford Sustainability Committee is pleased to welcome Wynalda Packaging to our Green Leader team as the first manufacturer to apply and receive the award, and not just any award. Their efforts in sustainability have made them solid gold!

If you've lived in the Rockford area awhile, you may remember the company as Wynalda Litho. Robert (Bob) Wynalda, Sr. founded the company in 1970 as a printing business, doing jobs like annual reports for companies. In 1973 Wolverine Worldwide asked if they would be interested in making shoe boxes for them. Now, almost 50 years later, they are a leading manufacturer worldwide in the packaging industry.

Wynalda learned about our Green Leader program through the Rockford Chamber of Commerce and contacted us about applying. I was happy to meet with them and was even treated to a tour of the facilities. Their commitment to sustainability was evident throughout. The printing and packaging industry is not always known for being green. Inks and metalized coatings for paper can create hard-to-recycle toxic waste, but Wynalda recognized this problem and switched their process for making foil paperboard to make it easier to recycle.

On my tour I noticed recycling receptacles throughout the manufacturing area. They partner with other companies like Padnos and Sherman Plastics to recycle items that cannot be recycled in-house or curbside. In response to increased customer demand for sustainably produced products they invested in equipment to produce pulp board, which is not only recyclable but also compostable. They even reuse the water used in the pulp board making process. By offering a product like this they can encourage their customers to become more sustainable too.

Wynalda does not make renewable energy on site, but they receive 100% of their power through renewable energy credits (REC) for wind energy through Constellation Brand, a subset of Consumers Energy. They have also met the ISO 14001 (International Organization for Standardization) requirements for an environmental management system.

These are just a few of the many ways that Wynalda Packaging is sustainably producing great products today with an eye toward a better tomorrow. We were proud to award the gold level Green Leader Award to Grant Young, Inside Sales Rep, and Robert Wynalda, Vice President of Sales and grandson of Bob Sr.