

KOHLER®

Business Success Flows From Water Conservation

Overview

Kohler Co. is one of America's oldest and largest privately held companies. With more than 50 manufacturing locations world-wide, Kohler is a global leader in the manufacturing of kitchen and bath products, engines and power generation systems, cabinetry, and tile and home interiors, and an international host at its award-winning hospitality and world-class golf destinations.

In 2008, Kohler developed a three-part strategy to drive corporate sustainability and SR:

- **Environmental Footprint.** Reduce its carbon and solid waste footprint with a goal of being net zero, with offsets, by 2035.
- **Sustainable Products.** Drive new products and technologies that are more sustainable in use and method of manufacture.
- **Communication and Education.** Use its global presence to educate consumers, associates, and the trade on water conservation and sustainability.

Social Responsibility Challenge

Less than 1 percent of the world's water is available for the nearly 7 billion people, not to mention plants and animals. Kohler is involved in many efforts to help promote the conservation of this resource.

"Kohler has a large stake in the availability of clean, safe water. We understand the social and financial importance of educating everyone who is affected by water—from homeowners and students to plumbers and manufacturers," says Rob Zimmerman, manager of engineering, water conservation, and sustainability for Kohler Co.

Solutions

Working with a variety of partners, Kohler plans to educate many audiences about efficient use of water:

- Kohler Co.'s Save Water America campaign is aimed at increasing awareness around the world's water issues, arming consumers with water conservation information,

Organization: Kohler Co.
Location: Kohler, Wisconsin
Website: www.kohler.com
Founded: 1873
Employees: 30,000



Photos: (Top) Kohler's new high-efficiency EPA WaterSense-labeled Wellworth toilet helps save water in the home. (Above) Kohler is a three-time recipient of EPA WaterSense awards.



as well as acting as the company's water efficiency-focused outreach program. Its interactive website—savewater-america.com—helps consumers learn about water conservation and provides training for professionals.

- Through a partnership with the American Marketing Association, Kohler has hosted dozens of Save Water America educational and promotional events on college campuses and other areas.
- Kohler joined the National Energy Foundation and Johnson Controls in a national competition for kindergarten through 12th grade students to share ideas about wise energy and water choices.
- Kohler is a member of the Alliance for Sustainable Built Environments, a group of businesses that educates the marketplace and top management on the benefits of reducing the overall impact facilities have on the natural environment and on building occupants.

Measurement/Results

While Kohler encourages consumers to reduce water use in homes, the company also takes a forward-thinking approach to its own water reduction efforts. Kohler has established global teams to reduce water use at all global operations. In 2010, it added and expanded water reuse systems, installed more water efficient processes, and eliminated water use where possible. Taken together, these projects will reduce water use by more than 50 million gallons per year.

Other SR Involvement

During the past 15 years, Kohler Co. has provided more than 43,000 kitchen and bath products for Habitat for Humanity homes, many of which were water-conserving products. Kohler's charitable contributions program improves education, preservation, and charitable efforts in communities near Kohler Co. manufacturing locations. Kohler Co. participated in a 2010 Mother River Protection Program in preserving China's ecological environment. Kohler and its distributors have planted 330 acres of trees in three provinces of China, enough to absorb 990 metric tons of carbon dioxide per year.