



On the Road to Sustainability, Bridgestone Americas Marks Milestone with UL's Zero Waste to Landfill Validation

Driving toward increasingly aggressive sustainability goals, Bridgestone earns first UL claim validation of this kind and sets an example for peers, employees and communities.

The Challenge

Bridgestone Americas (Bridgestone) has a long history of demonstrated commitment to sustainability. The company has set a high standard for itself by investing in environmental initiatives and commitments including reducing environmental impact, reducing CO₂ emissions and water and waste management.

Bridgestone's Wilson, North Carolina facility has been at the forefront of those efforts through its work to reduce, reuse and recycle waste. After a decade of continuous improvements and tracking, Bridgestone's Wilson plant recycled 80% of its waste in 2011, and over 90% in 2012. In 2013, all waste at the Wilson facility was diverted from landfills through beneficial reuse and recycling. This is an impressive achievement given the difficult types of waste that are generated in tire manufacturing, including rubber coated steel and other materials that cannot easily be reused, repurposed or recycled. In addition, the Wilson plant was an early leader in recycling its processing oil on-site.

Bridgestone wanted to share this impressive accomplishment with the company's teammates, peers, environmental partners and consumers. The Environmental Affairs team at Bridgestone knew that the term "Zero Waste to Landfill" could be qualified in various ways and meant different things to different people, so they began looking for ways to effectively validate and communicate the significance and scope of this accomplishment.

The Process

Over the past several years, the Bridgestone Wilson plant engaged Waste Management to help push the successful recycling initiative to the next level. Waste Management Sustainability Services and Bridgestone worked together to assess verification options and decided to apply for UL Environment's Zero Waste to Landfill validation.

Together with Waste Management and UL Environment, Bridgestone thoroughly reviewed performance data and conducted audits at the tire plant, as well as at recycling operations, to complete the validation process.





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— Tim Bent, Director of Environmental Affairs, Bridgestone Americas

The Results

Earning this achievement is a source of great pride for the team at the Wilson facility. They not only hope to set an example for other Bridgestone manufacturing plants seeking to achieve Zero Waste to Landfill, but also to continue to put sustainability issues in the forefront for teammates and consumers.

“We’ve seen our efforts set a new standard of behavior for teammates, area businesses and the community,” said Gary Williamson, Wilson Plant Manager, Bridgestone Americas. “People understand that they can take steps to reduce waste in the office, at home and in the community. It’s contagious and very exciting to see how a good leadership example encourages others to follow.”

The Future

UL’s Zero Waste to Landfill claim validation provides environmentally conscientious companies like Bridgestone with the tools they need to send a clear message to customers, the community, and employees that waste reduction and sustainability are environmental priorities for their businesses.

“As the world’s largest tire manufacturer, it is Bridgestone’s environmental mission to help ensure a healthy environment for current and future generations. The UL Environment Zero Waste to Landfill claim validation is an important part of validating and communicating our efforts and achievements to customers, suppliers, partners and consumers,” said Tim Bent, Director of Environmental Affairs, Bridgestone Americas. “We pursue the sustainability goals in our One Team, One Plant environmental program because it is good for business, and it’s the right thing to do.”

The road to sustainability is not always an easy one, but Bridgestone insists on innovating new paths and moving fast to continually reach new milestones.



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