



## UPS's carbon neutral option gives Mayer Fabrics another way to reduce its environmental impact.

A greenhouse gas 310 times more potent than carbon dioxide. The world's most pesticide-intensive crop in the world. More than 1 million gallons of wastewater per day. These are the environmental issues sometimes associated with producing the tablecloth at your favorite restaurant, the upholstered chair in your doctor's waiting room or the walls of your cubicle.

But at Mayer Fabrics, where a philosophy of sustainability is woven into the culture of the company, everything from material origin to

post-life disposal are given careful consideration. With a goal of reducing the environmental impact of its textiles for corporate, hospitality, healthcare and institutional markets, in 2001 the company launched its EcoSystem brand of textiles made from 100 percent recycled materials. And its woven fabrics are certified by Greenguard Environmental Institute, which required Mayer to meet some of the most rigorous emissions standards in the world, including being screened for more than 10,000 chemicals.

### CHALLENGE

Mayer Fabrics wanted to demonstrate the company's commitment to sustainability by offsetting the environmental impact of its shipping operations.

### SOLUTION

Using UPS's carbon neutral shipping option.

### RESULT

Mayer Fabrics gained a competitive advantage and offsets 99.31 metric tons of carbon per year.



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### Learn about UPS carbon neutral

UPS offers a carbon neutral shipping option that your business can reduce its carbon dioxide (CO<sub>2</sub>) impact while demonstrating your commitment to sustainability.

UPS purchases certified carbon (CO<sub>2</sub>) offsets to give you a way to balance out the emissions produced by the transportation of your shipments. UPS has supported projects that include reforestation, landfill gas destruction, wastewater treatment, and methane destruction.

Using our carbon neutral shipping option lets you demonstrate your commitment to reducing climate impact, and enables you and your package recipients to share in that commitment.

### A green idea

So it makes total sense that CFO Steve Mayer learned about UPS's carbon neutral option only a short time after it had been announced. "We try to stay on top of things from not only an environmental standpoint, but what our partners are doing as well," he says. "In doing that research, we ran across UPS's efforts to offset carbon emissions."

Mayer, who was interested in the competitive advantage carbon neutral shipping offered, contacted his UPS representative, who brought in Diane Goodwin with UPS's Customer Solutions team.

"For a business that's been around since 1897, the family members who run this company have always been forward-thinking," Goodwin says.

Ultimately, Mayer Fabrics became a pioneer participant in UPS's carbon neutral shipping option, which gives companies the option of paying a small fee to calculate and offset the carbon dioxide emissions associated with their shipments. Carbon offsets are financial credits used to support conservation projects, thus balancing out the environmental impact of CO<sub>2</sub> emissions.

### Cut from the same cloth

The program is a natural choice for any company that puts a strong emphasis on environmental issues, as Mayer Fabrics does. "It was a great fit for us," Mayer says. "Offsetting carbon involved in the transportation of our products allows us an opportunity independent of product development to strengthen our commitment to reducing our environmental impact."

Through the program, Mayer Fabrics is offsetting 99.31 metric tons of carbon per year.

Mayer Fabrics is a part of other UPS innovations, too. "They request to be a beta test customer every year when we have upgrades to our WorldShip® software," Goodwin says. The company also receives and analyzes billing information electronically. "It's another sustainability factor because we're not sending him paper every week," she says.

Mayer sees UPS not only as a business partner but also as a valuable partner in helping to preserve the planet. It's a relationship that spans two decades and one that Mayer describes as "a give-and-take type thing."

"We're always bouncing ideas off UPS, and UPS is always bouncing ideas off us," he says. "We're likeminded companies."

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