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Retailers Drive Profits Through Green Initiatives, SSA & Company Study Finds

Smart Companies Can Improve “Green Performance” by 30-40% While Reducing Costs

New York, June 29, 2009 – Retailers who pursue a green agenda have a substantial opportunity to simultaneously reduce costs. So finds a new study by [SSA & Company](#), a global operations consulting firm. The study: “Going Green in the Retail Industry,” draws on more than 20 environmental projects with some of the world’s leading retail companies. Among the results, the study found that retailers were able to improve their performance by an average of 30-40% in areas such as energy consumption, recycling, and waste reduction, saving those companies tens of millions of dollars annually.

“Going green isn’t just good corporate citizenship – it’s a strategy for driving out inefficiency,” says Suzanne Long, SSA & Company’s Retail Practice Leader. “Retailers spend millions of dollars on their green agendas, but never see the opportunity those agendas present to operate smarter, more efficiently, and with lower cost.”

According to Long, a 15-year veteran of the retail industry, efforts to reduce environmental waste ought to be a huge target for retail managers. A recent study of the grocery industry, for example, estimated that nearly \$20 billion worth of food products are thrown into the waste stream annually. “Retailers should be attacking these issues with full force, not only because it’s good for the environment, but because it’s an incredible opportunity to improve financial performance.”

“It is a myth that going green means increased costs,” says David Niles, President of SSA & Company. “The fact is, environmental waste and inefficiency are no different than other types of waste and inefficiency in a business. By using factual data, solid analysis, and focused effort, we have been able to save retailers tens of millions of dollars annually.”

SSA & Company helps retailers go green profitably through a unique methodology founded on the principles of Lean Six Sigma, a highly-regarded process improvement methodology. The three critical steps in this methodology, as applied to environmental projects, include:

1. Identifying the greatest sources of waste
2. Conducting statistical analysis of the causes of that waste
3. Addressing process fundamentals that make green initiatives possible

“Going Green in the Retail Industry” also provides examples of the dramatic impact of utilizing process improvement methodologies in green projects. For example, one major US retail company:

- Reduced cardboard and plastic waste by more than 4 million pounds annually
- Reduced compactor waste by more than 10 million pounds annually
- Reduced total bag utilization by 8%, or more than 14 million bags per year

“SSA & Company gave us the methods and tools to dramatically improve how we approach our green agenda,” says one retail company executive. “More importantly, they did it in a way that benefited the bottom line.”

“We’re very excited about the impact our approach is having on the market,” says Niles. “Retail companies need an approach to environmentalism that benefits both the earth and the bottom line. At SSA & Company, we believe our process-focused approach to going green is helping retail companies achieve that goal.”

Reporters who would like a copy of “Going Green in the Retail Industry” should contact ssaandco@cognitomedia.com. For additional information about SSA & Company’s approach to environmentalism in the Retail Industry, please contact Suzanne Long at (212)332-3790 or slong@ssaandco.com, or visit www.ssaandco.com.

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ABOUT SSA & COMPANY

[SSA & Company](#), with its offices in the U.S., Europe, and Asia, helps leading companies increase their margins, grow revenues and improve working capital across multiple industry sectors, including financial services, industrial manufacturing, retail/consumer products, pharmaceuticals, healthcare, energy, technology, and communications. Founded in 1994 by the progenitors of the Six Sigma revolution at Motorola, the company developed the Six Sigma methodology, teaching companies like GE, AlliedSignal, DuPont and AXA how to achieve a higher level of quality, with substantially lower costs. Since then, SSA & Company has helped hundreds of companies, both large and small, improve how they operate, delivering billions of dollars of bottom-line benefits through higher margins, revenue growth, and more efficient use of capital. Today, the company continues to improve upon and evolve beyond its Lean Six Sigma legacy, developing the approach into one of the most widely used and regarded management systems - a way to transform businesses using analysis, rigor, and individual empowerment.

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