

PRESS RELEASE

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Fortune 500 Sara Lee Recycling Effort Diverts Extraordinary Volume of Re-Roofing Waste From Landfill



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FRAMINGHAM, Mass., March 16, 2011 /PRNewswire via COMTEX/ -- Diversion of Re-Roofing Waste from the landfill to the recycling center was an exciting sustainability option when Brownie Eidson of Lan-Way Roofing first broached the topic with Sara Lee's Project Manager, Dave Markel. "Recycling is the right thing to do, especially when considering waste from projects as large as a re-roof job. Sara Lee is, and always will be, looking for ways to reduce waste by re-cycling items that would normally be sent to a landfill. This is why I was very excited about an idea brought to my attention by our contractor, Lan-Way Roofing of Raleigh NC, to save all roof membrane material and have it recycled by Nationwide Foam Recycling. Thanks to Lan-Way Roofing for having the foresight and contacts to coordinate with Nationwide Foam Recycling to pick up and recycle this roof membrane material."

Lan-Way Roofing's Eidson, Vice President, added, "We were extremely pleased to learn that we could keep a significant amount of re-roofing waste out of the landfill by recycling the roof membrane. Not only did recycling the existing membrane make sense and help us move towards our goal of being more environmentally responsible, it allowed us to help our customer, Sara Lee, realize its goal of reducing the amount of waste generated at the facility. Sara Lee was very supportive of the idea and Nationwide Foam Recycling made it easy for us to offer this service. We will look to Nationwide Foam Recycling in the future as a source for recycling on all our re-roofing projects."

Vice President Rod Pfannenstiel of Nationwide Foam Recycling presented Sara Lee with the coveted "Award for Corporate Sustainability" for recycling over

30,000 pounds of Re-Roofing waste. Greg Conigliaro, President and Founder of Nationwide Foam Recycling said, "We applaud the landfill diversion efforts and accomplishments of Sara Lee. As we at Nationwide Foam Recycling work with the Fortune 500, we will continue to bring new and innovative strategies to assist in meeting their Sustainability Objectives."

Sara Lee Corporation, a Fortune 500 company, offers leading brands which are household names known around the globe. Their preeminent brands are built on consumer needs and expectations, offering exceptional quality and value. Their brands include Ball Park, Douwe Egberts, Hillshire Farm, Jimmy Dean, Senseo and their namesake, Sara Lee.

Lan-Way Roofing Co., Inc. has over 40 years of continuous, successful activity. Lan-Way has evolved into a highly skilled company specializing in repair, maintenance, and replacement of commercial and industrial roofs. They are a privately held company committed to providing the most cost effective solutions for the roofing needs of their clients.

Nationwide Foam Recycling recycles all types of roofing membrane and roofing foam insulation utilizing seventy processing centers across the country. Providing a Green Disposal Alternative for commercial re-roofing projects, Nationwide Foam Recycling has challenged the industry to meet a "Zero Re-Roofing Waste to Landfill" standard.