



NEWS RELEASE

Embargoed: 7.30pm September 7, 2010

Pinnacle Underlay and BDO scoop Waikato's Sustainable Business Network Awards

Two local businesses that have been introducing sustainability initiatives in their workplaces over the last year or so have taken out top honours at Waikato's Sustainable Business Network Awards celebrated last night.

Pinnacle Underlay and BDO have been named 'Emerging Small Business' and 'Emerging Large Business' respectively at Waikato's Sustainable Business Network Awards.

Pinnacle Underlay manufactures New Zealand's only 100% rubber underlay 'Pinnacle Eco-Comfort®' at its factory in Te Rapa Hamilton. Pinnacle Underlay has built sustainability into its business vision and policies and is working to reduce energy and water use.

Pinnacle Underlay has achieved Green Star and Envirochoice certification which further underlines its commitment to sustainable business practices.

Chartered accountants and business advisory firm, BDO was crowned 'Emerging Large Business' for its commitment to sustainable business practices. The company is undertaking recycling and building company Key Performance Indicators (KPIs) to measure social and environmental factors.

The Sustainable Business Network Awards recognise businesses that are demonstrating leadership by embracing innovation, sustainability and regenerative practices in their day-to-day operations.

Waikato region winners for the 2010 Sustainable Business Network Awards are:

Category	Winner(s)
Emerging – Large and Corporate	BDO Waikato Limited
Emerging – Small and Medium	Pinnacle Underlay Limited

Pinnacle Underlay and BDO now go through as finalists in the National NZI Sustainable Business Network Awards, to be held in Auckland on Thursday, November 16.

Regional Manager of Sustainable Business Network's Waikato, Jo Wills, is delighted with the achievements of these businesses.

“It’s encouraging to see these businesses taking leadership positions in the sustainability space.”

“Congratulations to our winners – they are proof that a holistic approach is not only good for the environment, it has a positive effect on the bottom line, as these companies continually adapt and innovate to grasp the opportunities that exist even in tough economic times.”

Overall judges’ comments:

“The businesses who submitted an entry into the Waikato awards showed a strong understanding of the contribution they can make towards sustainable development, recognising their actions can and do make a difference environmentally and socially, while securing long term financial health. The caliber of the entries was on par with other regional entries, highlighting the commitment for sustainable business practice in the Waikato, and hopefully establishing strong leadership for SBN and its members in the future”.

Ends

Notes to editors

- High-resolution digital photographs of award winners will be available from Jo Wills on Wednesday, September 8. See contact details below.

About the Sustainable Business Network (SBN)

The Sustainable Business Network represents more than 700 organisations throughout the country, ranging from SMEs and not-for-profits through to large businesses and corporations.

SBN promotes sustainable business practice through networking, practical advice and the development of resources and tools. It focuses on leading, promoting and facilitating practices and procedures that enhance economic prosperity, environmental quality, social equity and business ethics.

SBN runs the Get Sustainable Challenge, the GreenFleet programme (including tree-planting offsets), and hosts the annual Sustainable Business Network Awards. SBN has also developed the online assessment tool www.getsustonline.org.nz, and is co-producer of the www.greenlist.co.nz green directory.

For further information please contact

Jo Wills

Regional Manager Waikato/Bay of Plenty, National Events Manager

Sustainable Business Network

Phone: 07 577 9355, 021 686 645

Email: jo@sustainable.org.nz

Wright Communications is proud to supply the Sustainable Business Network with pro bono public relations support.