



Two sustainable successes

BY NICOLA BOYES Last updated 12:00 08/09/2010

An accounting firm and a carpet underlay business have taken top honours at this year's Waikato Sustainable Business Network Awards at Innovation Park last night.

Pinnacle Underlay and BDO were named Emerging Small Business and Emerging Large Business respectively at the awards, which acknowledge companies that build sustainability into their business.

Pinnacle Underlay managing director Roger Brady said his new business, which has been manufacturing for three months, was surprised by the award.

The company manufactures the 100 per cent rubber underlay Pinnacle Eco-Comfort at its factory in Te Rapa.

Mr Brady spent more than two years developing and protecting the underlay, which is made from used tyres and milk bottles.

"Our research showed there was one company in Europe doing it. We thought if those guys were doing it in Europe, it could work here."

He said people often thought that sustainability was about being green.

"We think it's about being ethical; it's about people as well as products."

Chartered accountants and business advisory firm BDO was crowned for its commitment to sustainable business practices.

Partner Bernard Lamusse has been driving sustainability at the company, which allows staff to have as much time off as they want, as long as their work is done.

The company is undertaking recycling and building company key performance indicators (KPIs) to measure social and environmental factors.

Mr Lamusse said sustainability was as much about people as the environment.

BDO was also operating a car pooling scheme and had a widespread recycling policy in place.

"Our thinking is we want to be more relevant and stay focused. Not just for now but for 30 years ahead," he said.

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 Waikato, Jo Wills, said it was encouraging to see businesses taking leadership positions in sustainability.

For profiles of this year's winners and to learn more about building sustainability into your business, see The Biz on September 27.

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