

# Kohler Co. Shares Sustainability Stories Through Believing In Better™ Platform

*Company asks 'What do you Believe?' through blog and booth unveiled at Greenbuild*



KOHLER, WI, USA, November 19, 2013 /

EINPresswire.com/ -- Environmental sustainability takes many forms at [Kohler Co.](http://Kohler.Co) – from designing more water-efficient plumbing products to restoring iconic buildings, and from polypropylene resin engine covers made from recycled carpet to associates completing hundreds of projects in-house to help reduce the company's environmental footprint. Sustainability is a journey that many of Kohler's 30,000 global associates have embraced and are taking action to positively affect the world around them.

As an appropriate next evolution, Kohler has created a story sharing platform to highlight the successes around sustainability achieved by its associates, channel partners and consumers. Their stories will be told on a new blog called [Believing In Better™](http://Believing In Better™), which the company is unveiling Nov. 20 to coincide with the 12th annual Greenbuild Expo in Philadelphia. Kohler is both an exhibitor and a platinum sponsor of the industry's preeminent conference centered on sustainable building and design.

"Believing In Better is grounded in humility and authenticity that each of us can be better, and that we must continuously improve every day. If we do that, then we believe the things we do – big or small – will help make this world a better place," said Rob Zimmerman, senior channel manager-sustainability at Kohler. "As we continue down our sustainability journey, we have much to learn, but also much to share. That's why we created this interactive platform."

In delivering content and inviting others to join the conversation through the Believing In Better blog [www.believe.kohler.com](http://www.believe.kohler.com), Kohler will focus its story sharing around four pillars, including the company heritage, process efficiency, product innovation and associates' actions. The company is also encouraging participation on Twitter, Pinterest, Instagram and Facebook @kohler via the hashtag #believinginbetter.

"Since launching our sustainability strategy, we're getting better and making progress because of the efforts of Kohler associates, who led or participated in footprint reduction projects at our facilities worldwide," said Zimmerman. "We are also ahead of our sales target for more environmentally favorable products."

In 2008, Kohler Co. formalized its three-plank sustainability strategy: (1) reducing its environmental footprint (greenhouse gas emissions and landfill disposal of solid waste) to Net Zero by 2035 with offsets; (2) developing more environmentally favorable products; and (3) driving awareness and education around sustainability and water/energy conservation.

#### Kohler's Greenbuild Booth, Toilet Performance Truck Encourage Attendee Interaction

In its Greenbuild booth, Kohler will be featuring a dedicated video kiosk, inviting attendees to enter and answer a question on video, "What do you believe?" Kohler will also showcase myriad achievements centered on the idea of betterment visually within the booth, as well as in Believing In Better blog posts, such as:

- collaborating with a national organization to plant 1 million trees in China to help support the country's ecological system.
- saving hundreds of Many Glacier Hotel's (Montana) century-old cast iron fixtures headed for scrap heap by reenameling them to look new and last another 100 years.
- donating discontinued plumbing products to World Vision, a non-profit organization that distributes donated goods to under-resourced communities across the United States.
- repurposing used water from its plant in Reynosa, Mexico, to irrigate a nearby soccer field which now hosts friendly neighborhood matches.
- constructing new facilities in Zibo, China, and Kohler, Wisconsin, which have achieved LEED Gold accreditation from the United States Green Building Council.
- achieving its sixth consecutive WaterSense award from the United States Environmental Protection Agency, including the inaugural 2013 Sustained Excellence Award for Kohler's ongoing commitment in product development and education/awareness in water efficiency.

Kohler will be featuring a broad breadth of water-efficient plumbing products including new options in KOHLER 1.28-gallon toilets, KOHLER 30-year Hybrid flushometers and urinals, and STERLING Vikrell bathing/showering fixtures. The company will also have its interactive toilet performance truck on-hand for attendees to tour and witness high efficiency toilets in action. For each Greenbuild attendee who visits both the Kohler booth (#1401) and toilet performance truck (#401), Kohler will be making a donation to the Delaware Valley Green Building Council.

#### About Kohler Co.

Founded in 1873 and headquartered in Kohler, Wisconsin, Kohler Co. is one of America's oldest and largest privately held companies comprised of more than 30,000 associates. With more than 50 manufacturing locations worldwide, Kohler is a global leader in the manufacture of [kitchen and bath products](#); engines and power systems; premier furniture, cabinetry and tile; and owner/operator of two of the world's finest five-star hospitality and golf resort destinations in Kohler, and St Andrews, Scotland.

Press release courtesy of Online PR Media: <http://bit.ly/leZYyZ>

Todd Weber  
Kohler Co.  
920-457-4441  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/177145954>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.