

AMSOIL **Recognized** for its Commitment to Environmental Stewardship

AMSOIL products were promoting environmental sustainability long before it became fashionable. Today, the company's environmental management system extends well beyond its products and has been registered to the ISO 14001:2004 standard.

Responsible Since the Beginning

In 1972, AMSOIL produced the first synthetic motor oil recommended for 25,000-mile/one-year drain intervals. It struck a blow against the wasteful practice of changing oil every 3,000 miles/three months. Today, many lubricant manufacturers have followed the AMSOIL lead and introduced extended-drain motor oils of their own, while original equipment manufacturers now recommend drain intervals of up to 15,000 miles, and longer if using electronic oil life monitoring systems. AMSOIL innovation has prevented millions of gallons of waste oil from entering the supply stream. In addition, AMSOIL synthetic lubricants reduce air pollution from exhaust emissions due to lower volatility, while industry testing confirms AMSOIL synthetic lubricants and fuel additives increase fuel economy.

Third-Party Confirmation

The AMSOIL environmental philosophy goes deeper than its products and includes its management process and facilities. AMSOIL is now registered to the environmental management standard known as ISO 14001:2004. A third-party registration body (NSF) has recognized AMSOIL for its commitment to sustainability throughout all aspects of its business.

In part, ISO 14001:2004 sets out the criteria a company or organization can follow for an effective environmental management system. Becoming registered to the ISO 14001:2004 standard provides assurance to AMSOIL Dealers, customers and accounts that AMSOIL takes environmental stewardship seriously and has implemented processes to ensure reduced environmental impact. With environmental awareness only becoming more prevalent, Dealers should reference the registration to prospects who value environmentally responsible companies. The registration dovetails nicely with the proven track record of AMSOIL synthetic lubricants to reduce waste and help sustain a healthier environment. For more information, click the "ISO

14001:2004 Certified" link at the bottom of amsoil.com.

Sustainability a Company-Wide Philosophy

The AMSOIL environmental management system extends to all aspects of the company's day-to-day operations. For example, AMSOIL obtains much of its packaging materials from responsible sources. Plastic containers are made of post-consumer resins, while cardboard boxes used for packing derive from companies operating under the Sustainable Forestry Initiative (SFI), whose practices benefit the environment and dramatically reduce waste (see chart).

AMSOIL partners with SmartWay® carriers to ship product as efficiently as possible. SmartWay is the Environmental Protection Agency's flagship program for improving fuel efficiency and reducing greenhouse gases and air pollution from the transportation industry. By shipping with SmartWay carriers, AMSOIL has produced emissions-reduction results equivalent to taking 166 cars off the roads annually. This is accomplished by shipping more weight on every truck and using rail in the form of intermodal freight for long-distance shipments. Not only does AMSOIL use SmartWay carriers, it is now officially recognized as a SmartWay shipper for its management of its corporate-wide logistics.

AMSOIL also boasts a rigorous recycling program throughout its corporate facilities, recycling the vast majority of materials, including the following:

- Corrugated liner board (cardboard)
- Used drums
- Pallets
- Clean plastic bottles
- Office & glossy paper
- Aluminum & glass
- Computer equipment
- Batteries, light bulbs, oil filters & more



The 400,000 sq. ft. AMSOIL Center produces only **one dumpster load of waste every six weeks.**



Less than 10% of the waste AMSOIL generates ends up in a landfill.



AMSOIL PRODUCTS ARE PACKAGED IN RECYCLED CARDBOARD, WHICH PROVIDES SIGNIFICANT ENVIRONMENTAL SAVINGS:

1,340 tons of Wood not consumed
6,952 Trees preserved
3,677 BTUs of Energy not consumed
1,181,863 lbs. CO2 equiv. not emitted
4,602 lbs. of Air Pollutants not generated

4,995 lbs. of Water Pollutants not generated
3,707,523 gal. Wastewater not generated
2,862,426 gal. Water not consumed
532,406 lbs. Solid Waste not generated
1,349 cubic yards of Landfill Space saved

* Estimated annual environmental savings based on the average recycled content of corrugated containers supplied to AMSOIL.

AMSOIL recycling efforts generate more income than waste disposal costs. In fact, the entire 400,000 square foot AMSOIL Center in Superior, Wis. produces only one dumpster load of waste every six weeks.

AMSOIL is one of a select few businesses in Superior and Douglas County to have met a set of environmental standards put forth by the Douglas County Recycling Office, earning designation as a Count Me Green company.

Other examples of stewardship come in the form of using residual production

oil to heat the AMSOIL Center, reducing energy costs. The Center also features a high-efficiency roof and state-of-the-art heating and cooling systems that further reduce energy use. AMSOIL even converted a large section of asphalt parking lot at the AMSOIL Center to green space.

AMSOIL has always recognized that doing what's right for the environment not only makes ecological sense, it also improves business. It's one of the company's founding principles and will remain so well into the future. ■



Installing AMSOIL synthetic motor oil in every passenger car/light truck in America and practicing 25,000-mile/one-year drain intervals would eliminate up to **35.7 billion quarts of oil.**

Remember to recycle used oil and bottles, and remind customers to do the same.



NSF International Strategic Registrations
789 North Dixboro Road, Ann Arbor, Michigan 48105
(888) NSF-9000 | www.nsf-isr.org

Certificate of Registration

This certifies that the Environmental Management System of

AMSOIL INC.

925 Tower Ave
Superior, Wisconsin, 54880, United States

has been assessed by NSF-ISR and found to be in conformance to the following standard(s):

ISO 14001:2004

Scope of Registration:

Engineering, blending, packaging and order fulfillment directly associated with the manufacture of synthetic lubricant products.



Certificate Number: 6P472-EM1
 Certificate Issue Date: 26-DEC-2012
 Registration Date: 20-DEC-2012
 Expiration Date*: 19-DEC-2015

William Niedzwiecki,
President & General Manager,
NSF-ISR, Ltd.