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For Immediate Release

Kelly-Moore Receives 'Green Large Business of the Year' Award

***Paint Company Out Performs 100,000 California
Businesses To Win State Award***

SAN CARLOS, Calif., Jan. 27, 2010 – [Kelly-Moore Paint Company, Inc.](http://www.kellymoore.com), a leader and innovator of waterborne-coating technology and the first company to offer recycled paints, accepted the 'Green Large Business of the Year' award during a banquet hosted by the San Carlos Chamber of Commerce. Besting 100,000 California companies, Kelly-Moore was selected by the Green Business Committee for its series of recycling programs that diverted 60 percent of its waste and for its ability to motivate employees to commit to its recycling effort, a rare achievement for a company in the chemical-based paint industry. Kelly-Moore was also recognized for its carbon offset program resulting in the San Carlos Plant being carbon neutral.

California is well known for having the toughest environmental regulations and inspection processes in the country. In addition to this award, Kelly-Moore has received four other of the most widely recognized green business awards from the State of California and San Mateo County for its outstanding efforts to reduce pollution and solid waste, and conserve water, energy and other natural resources. These include: the 2007 PS3 (the Pretreatment, Pollution Prevention and Storm Water) Facility of the Year Award by the California Water Environment Association; the 2008 Outstanding Achievement in Industrial Wastewater Control by PS3 of the California Water Environment Association; the 2008 Green Business Certificate by the Board of Supervisors, County of San Mateo, State of California; and the 2009 San Carlos Certified Green Business by the California Legislature Assembly.

At Kelly-Moore, environmental impact has always been a big concern. In 1995, the company developed a safer, more environmentally responsible technique to dispose of leftover paint and became the first paint company in the industry to collect and re-manufacture a quality recycled paint – [eCoat](http://www.kellymoore.com). Since then, Kelly-Moore continues to invest in recycling technology.

Previously, when half-used paint cans were returned, the paint and cans were considered un-recyclable waste. Now, Kelly-Moore uses a system that removes the labels and residue from the cans making them recyclable. The returned paint is extensively sorted by color and type and re-manufactured into eCoat.



In April 2009, Kelly-Moore started a program to recycle Super Sack storage bags, cut up plastic totes and other previously un-recyclable containers, resulting in a 10-15 percent reduction in landfill waste. Additionally, Kelly-Moore's factory management developed a collection system for rainwater to offset water usage and built a berm around the manufacturing plant to prevent any possible paint spillage from getting into the local creek.

"It's an honor to be recognized for our commitment to environmental protection," said Keith Hussinger, Kelly-Moore's plant manager who was instrumental in encouraging management and employees to implement sustainable change. "Often, people are surprised that a paint company would be as dedicated as we are to making the planet a cleaner and safer place."

Since becoming certified as a green business in January 2009 by the California Legislature Assembly, Kelly-Moore continues to green its manufacturing facility by:

- Replacing old HVAC units with energy-efficient ones, which has reduced electricity consumption by 40 percent.
- Installing a new dust collector reducing plant noise levels and energy consumption by approximately 50 percent.
- Enrolling in a PG&E program to buy carbon offsets which reduces the company's carbon footprint, making Kelly-Moore's plant carbon neutral.
- Capturing waste heat generated from the plant's large compressor and using it to heat an adjacent building.
- Eliminating non-recyclable Styrofoam cups.

In 2009, Kelly-Moore further 'greened' its paint. The company introduced two new zero-VOC, low-odor product lines, the premium [Enviro Coat](#) and the professional [Green Coat](#), to improve overall air quality.

About Kelly-Moore Paint Company, Inc.

Headquartered in San Carlos, Calif., [Kelly-Moore](#) is one of the largest employee-owned paint companies in the United States, where each employee-owner is committed to offering exceptional customer service. When you call or visit a Kelly-Moore store you are speaking with an owner. A leader and innovator of waterborne-coating technology, Kelly-Moore was the first major paint company to offer recycled paints, along with the largest selection of stock colors. Kelly-Moore is one of the few companies to continue to offer stock colors for superior color consistency. Trusted and preferred by professionals since 1946 as the "Painter's Paint Store" for its high quality, performance and consistency, Kelly-Moore's paints are safe and easy to use for everyone. The company's environmentally friendly paint factory in San Carlos, Calif., is the recipient of four widely recognized and among the most stringent environmental awards. Kelly-Moore is dedicated to giving back to the communities it serves. This ethos is reflected in its corporate giving program and its numerous industry-leading green business accolades.