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**FOR IMMEDIATE RELEASE**

## **Plastic injection company leads industry in balancing sustainability and the bottom line.**

**... WITH PROVEN METHODS AND RESULTS**

**[Kenosha, WI]** Xten Industries, an award-winning plastic injection molder and contract manufacturer, is forging ahead in the manufacturing field and its results prove that the bottom line and sustainability can work together.

*"Sustainability is about making responsible choices that help the environment and ensure that your company will survive the business pressures it faces. Ultimately, this is how you must approach your efforts to be a more sustainable operation — the two go hand in hand,"* states Xten's Director of Engineering, Mark Dirr, *"When you find ways to responsibly use less of anything - you reduce your expenses and that goes directly to your bottom line."*

Xten Industries is implementing sustainability efforts throughout the plant - from machinery and materials, through training and even working with the community. In phase one of Xten's plan, the company has created and followed guidelines to significantly reduce electrical consumption – both lowering its impact on the local environment and its electrical cost. By working closely with the state of Wisconsin, Xten has implemented these plans even while in the midst of this difficult financial environment.

The company is hoping to share its efforts and experience with the rest of the manufacturing world. *"We are confident that manufacturing companies throughout the United States will find great value in understanding exactly what we are doing and seeing the results of these efforts on the bottom line,"* states Dirr. *"We believe that everything we've learned through this process goes far beyond Xten and has the potential to positively impact all areas of manufacturing nationwide. If we want to prove that manufacturing can not only survive, but thrive in the United States we have to get the word out, share the details, and provide empirical proof that responsibly embracing sustainability concepts can and will improve cash flow and profit statements."*

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**COMPANY INFORMATION:**

Xten Industries, an ISO 9001:2000 certified company, was founded in 1940. Since moving to Kenosha in 2002, Xten's revenue has grown over 35% annually to over \$15 million in 2008. Xten has become a local leader in contract manufacturing and plastic injection molding. Xten and all its employees strive to be an *extension* of their customers, assembling finished products and drop shipping those directly to ultimate users. Xten provides significant manufacturing efficiencies and has proven to be competitive with Asian and other outsourcing alternatives. The company offers many services including part and tool design, engineering, finishing, in-mold decorating, assembly, and packaging, along with inventory management and logistics solutions. Xten's mission is to deliver outstanding products on time, at a fair price, working safely in an enjoyable atmosphere while proving that manufacturing can thrive in the United States. For more information on Xten, please visit [www.xtenindustries.com](http://www.xtenindustries.com) or Xten's headquarters in Kenosha, WI.

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