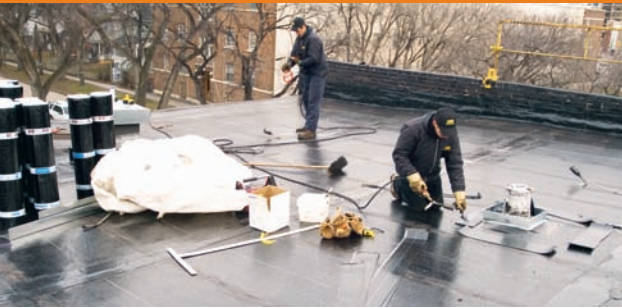


MJ Roofing & Supply Ltd.

Winnipeg, Manitoba
Corporate Stewardship



» **Meeting its Go Green commitment has transformed** an already socially responsible commercial roofing company into a model of environmental management.

Going Green from *Top to Bottom*

MJ Roofing's award-winning environmental program takes energy efficiency to the next level.



“If we promote high standards to our customers, we have to live up to them in our own operations.”

Larry Willman, Owner



Participation on the board of directors of the Manitoba branch of the Building Owners and Managers Association (BOMA) prompted Larry Willman to make a pivotal business decision. He figured that if he was encouraging others to join BOMA's Go Green initiative, he had better join too.

The decision committed his Winnipeg company, MJ Roofing & Supply Ltd., to a program focused on maximizing its efficiency and minimizing its environmental footprint. Meeting this commitment has transformed an already socially responsible commercial roofing company into a model of environmental management and a CIPEC Leadership Award winner for Corporate Stewardship.

“We are strong believers in maintenance as a business principle,” Willman said. “We believe that this principle applies to keeping our operations up to date as well as to maintaining the quality and efficiency of our facilities and equipment. If we promote high standards to our customers, we have to live up to them in our own operations. It is better for the bottom line and better for the environment.”

To meet MJ Roofing's commitment to the BOMA program, the company established a “Go Green” committee including Willman, the company controller and staff members from various departments. The committee focused on working with staff to find waste reduction opportunities, including the reduction of its carbon footprint through improved energy efficiency.

Assisted by employee participation and opportunities identified by an energy audit of MJ Roofing's facility, the committee took action on a number of fronts. “I was surprised at how many things we did that wasted energy,” Willman said. “We realized that if we spent a little money on the environment now, it would pay dividends later.”

MJ Roofing's Go Green committee began implementing changes immediately. The company installed new, energy-efficient T8 fluorescent lighting to replace T12 fixtures and is installing T5 fixtures to meet new lighting needs. It installed motion detectors to control lighting in its boardrooms and improved heating boiler efficiency to 87 percent by adopting better maintenance practices. It is saving water by installing low-flow-tap aerators and low-flush toilets, and it plans to test a waterless urinal for use in its men's washrooms. Automatic timers will be installed on thermostats to reduce building temperatures in off hours.

MJ Roofing's building envelope was also targeted for energy waste. The company installed new energy-efficient windows, and it is insulating the building with the help of a grant from Manitoba Hydro.

“I am amazed that they would even attempt the Go Green process,” said Sue Ziemski, Past President of BOMA Manitoba and a facility manager for CREIT Management L.P. “They operate from a beautiful old landmark building that was not built with energy efficiency in mind. They took the process seriously and acted immediately when opportunities were identified. They gave their building a whole new life and became the first industrial building in Manitoba to achieve Go Green certification.”

“Our program was easy to implement because, as a smaller, owner-operated business, we can make decisions on the spot,” Willman said. “Any project with a payback under three years was an immediate ‘go.’ Projects with longer or nonexistent payback take more thought, but we will do them if we can afford them and can see the benefits.”

One of the most impressive initiatives MJ Roofing launched under its Go Green umbrella was a comprehensive recycling program. The company was able to divert three times more

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waste material to recycling than it initially estimated, and the "Go Green" committee is now looking to take the process a step further by moving toward a paperless office. "Where we currently collect two large bins of paper for recycling, we want to reduce it to one by being smarter about how we use paper," Willman said. "Our goal is to keep increasing the use of electronic documents to replace paper."

"They diverted a phenomenal amount of garbage from landfill," Ziemski said. "Recycling systems for their operation were not available through the City. They had to create their own program."

According to Syndi Prokopich, Executive Assistant to Willman and Go Green committee head, the company's emphasis on recycling has had a positive side effect. "The recycling program we started here is carrying over into our employees' day-to-day lives outside of work," Prokopich explained.

MJ Roofing is a leader in the use of advanced roofing technologies and is constantly on the lookout for newer, more efficient systems for its customers. "'Green' was the big buzzword at this year's International Roofing Convention," Prokopich said. "We are looking seriously at cooler roofs, thermoplastic polyolefin (TPO) and garden roofs as possible new solutions for our customers. We are also looking for environmentally friendly products and better ways to dispose of roof waste."

"It is easier to be on the leading edge than to try to catch up later," Willman noted. To support its efforts to introduce new concepts to its customers, MJ Roofing is planning to install two rooftop gardens on its own building and capture rainwater to irrigate the gardens. The company is also testing the use of solar lighting.

MJ Roofing's energy efficiency efforts extend beyond its building. The company carefully maintains its fleet of vehicles and ensures that tire pressures are set for optimum fuel efficiency. It has also accelerated its fleet upgrade program to reduce maintenance costs and ensure cleaner running. MJ Roofing is looking at the adoption of electric and other energy-efficient technologies to minimize the carbon footprint of its operations in the field.

"Our front office staff are very positive about the Go Green program," said Derek Holke, Assistant to the Controller. This attitude has been bolstered by the CIPEC Leadership award. "Winning the award is a very big deal in Winnipeg," Prokopich said. "It has given us a huge market boost and real motivation to continue improving."



CIPEC LEADERSHIP AWARD WINNER

MJ ROOFING & SUPPLY LTD.