

Medtronic Wins Smart Business Award

Medtronic has been recognized as a 2008 Minnesota Waste Wise Smart Business. Minnesota Waste Wise is a business membership program of the Minnesota Chamber of Commerce devoted to help businesses reduce waste voluntarily and save money.

“Medtronic’s waste reduction initiative is innovative and makes a big impact,” said Mark Blaiser, Minnesota Waste Wise executive director. Through its waste reduction initiatives and policy that requires integration of an Environmental Evaluation Plan into all product design, Medtronic received a 2008 Governor’s Award for Waste and Pollution Prevention at the Minnesota Air, Water, and Waste Environmental Conference in February.

“Our mission requires us to be a good corporate citizen,” said Doug Fullen, Medtronic’s Director of Environmental Management, “which is one of the reasons why the Cardiac Rhythm Disease Management (CRDM) business has developed a strategy to reduce the impact of product packaging and literature on the Environment.” Through these strategic efforts, new packaging designs have been implemented and product literature is changing from paper to electronic literature, which has already significantly reduced waste and saved Medtronic millions of dollars.

Medtronic’s CRDM’s new eManuals have saved more than 350,000 pounds of paper thus far. This is equivalent to a stack of paper 12,000 feet high. The eManuals make it more useful and convenient for customers to use than paper manuals, according to Medtronic. They include a search feature for finding the appropriate information, along with an easy-to-use website so customers can view and download eManuals in multiple languages from anywhere in the world. In addition, the reduction in paper, printing and management costs have saved Medtronic \$1.5 million.

In all, Medtronic’s strategic and innovative new product packaging/literature reduction projects have reduced packaging waste and paper literature by more than 500,000 pounds. This has resulted in over \$2.3 million in cost savings over the past two years. Medtronic is truly practicing the motto of ‘less waste is smart business.’ As Fullen put it, “This initiative provides Medtronic with a competitive advantage by exceeding customers’ expectations, reducing cost and improving the environment – a win-win-win.”

For information on Medtronic’s environmental initiatives, visit <http://www.medtronic.com/ehs/>.

Minnesota Waste Wise helps businesses find ways to reduce, reuse or recycle under the philosophy that “less waste is smart business for a better environment.” This service is available to all businesses in Minnesota. For information, call (651) 292-4662, or visit www.mnwastewise.org.