



COCA-COLA ENDORSES GREEN-BUILDING

While many businesses and organizations throughout the state are striving to make a difference in the environment through green business practices and recycling programs, one facility in Baton Rouge has taken those practices a step further.

Not only does Baton Rouge Coca-Cola promote recycling of their cans and plastic bottles from their extensive consumer products, the new Baton Rouge bottling facility itself is composed of a wide array of recyclable material.

The building's metal joists and girders were composed from recycled material. The steel stairs, handrails and guardrails in the facility also contain a high degree of recyclable material, as does the concrete foundation, which contains recycled fly-ash that came from a power plant near New Roads.

High-output, energy-efficient lighting is used throughout the plant. The white roof, also composed of recycled material, reflects solar energy,

which helps to keep the building's temperature at cooler levels.

But their green business approach extends beyond the walls of the facility. The outside of the building is specifically landscaped to promote irrigation and reduce storm water runoff. Twenty-two parking spaces have been allocated for carpoolers, plus an additional 22 spaces reserved for low-emission, fuel-efficient vehicles. Additionally, the facility is equipped with bicycle racks and showers as an encouragement for employees to keep cars off the road.

"Our new plant is the first LEED certified Coca-Cola production facility in the world," said Melanie Clark, Vice President of Marketing for Baton Rouge Coca-Cola.

Attainment of Leadership in Energy and Environmental Design certification is the recognized standard for measuring building sustainability in the U.S. and several other countries. The certification system is developed by the U.S. Green Building



Coca-Cola's Baton Rouge facility has set 22 parking spaces aside strictly for fuel-efficient automobiles



The plant has 70 recycling points distributed throughout the facility dedicated to plastic and aluminum cans



Council and information on attainment is available through the Natural Resources Defense Council. The LEED rating system is designed to encourage design and construction practices that raise profits while reducing the negative impact to the environment, all while improving occupant well-being and health. The LEED process is based on a point system, which takes conservation and green-oriented design processes into account.

Certification, which involves a rigorous third-party commissioning process, offers compelling proof that a facility has reached specific environmental goals and your building is performing as designed. The certification allows a business or company to take advantage of several state and local government incentives as well.

But Coca Cola's progressive approach to bettering the environment didn't stop with the building, the carpooling incentives, bicycle rack and showers. Throughout the facility, over 100 recycling points are in place. These points include areas for plastic film, cardboard and plastic and aluminum cans. "Year-to-date, we have recycled over 223 tons of material valued at forty thousand dollars," said Clark.

For more information, contact Baton Rouge Coca-Cola Bottling Company, 9696 Plank Rd., Baton Rouge - (225) 293-2570.