



## Green Is A Family Commitment

**Buckeye International, Inc.**  
Kristopher Kosup - President and CEO

Buckeye International, Inc., founded in 1844, has earned the reputation as a leader in our industry. Because of our commitment to research and development, we are known as an innovative company. For example, although the green movement is a driving force in our industry today, we have been operating in a green manner before it was even called "green."

Since the early 1970's, under the leadership of my father, Gil Kosup, Buckeye International was guided by a fundamental principle that permeates all that we do. This principle is based on our commitment to develop and manufacture human health-safe chemicals. I cannot claim we did this as part of a planned marketing campaign. Instead, we did this for personal reasons. My father was concerned about my grandfather's exposure to chemicals while working in a factory in Wisconsin and he decided to do something about it. Because of this growing concern about the adverse, long-term effects many cleaning chemicals might have on workers, he began eliminating all products from our line that were potentially hazardous. Even though this had a negative impact on the bottom line, he knew it was the right thing to do. This required our research department to come up with new ways to make products. As this process evolved, we found that these products were not only better for the worker, they were better for the environment!

One of our earlier breakthroughs in this area was that of Liquescent® Technology. This technology allows for maximum product performance while adhering to our principle of human health safety. This technology is so unique that we were awarded a family of seven patents!



Over the years this commitment has continued into other areas as well. We were the first to utilize bag-in-a-box packaging in our industry. These packages are not only recyclable and biodegradable, but they also eliminate the use of plastic pails and the adverse effects they have on landfills. In 1999, we introduced another new package called the Smart Sac™, which was another unique way to deliver concentrated products. These concentrated products are delivered through either one of our two proportioning systems. These systems allow for the use of concentrated products while eliminating the need for user contact and guesswork as to proper dilution ratios. Another benefit of using concentrated products is that they are more cost effective because the customer is not paying additional freight/fuel charges to ship water. The additional environmental benefits are that using less product also uses less packaging.

The theme of our green program is that Buckeye is "The Green That Cleans!" This is our way of saying that we combine user/environmental safety without sacrificing product performance. The future of our industry promises to be very exciting, and our commitment to being an innovative, green company will continue.

*Kristopher Kosup,  
President and CEO, Buckeye International, Inc.*