

# Market Penetration, LP Sustainability Statement

Humble, Texas



*Sustainability  
Communications*

Market Penetration LP (MP) is a manufacturer's representative/distributor of materials handling equipment that has been in business since 1978. MP is a family-owned and operated business with seven full-time employees.



Market Penetration, LP (MP) contacted SSC in September, 2009 for assistance in developing a Sustainability Statement that would demonstrate its commitment and policies related to environmental sustainability. MP was required to submit this statement as part of its bid to become a Wal-Mart supplier.

SSC analyzed MP's policies, actions, and performance in the areas of organizational commitment, facilities, energy, waste, water, purchasing, transportation and travel, and community involvement.

Additionally, MP completed SSC's Online Sustainability Assessment Tool (OSAT). The OSAT takes organizations through a simple survey about their operations and business practices and instantly delivers a customized "green plan." This plan included 30 recommendations, from which MP chose seven to implement within the next three to six months.

We used the information gleaned from our meeting with MP staff, the OSAT results, and additional data such as utility usage and costs and mileage driven to create a Sustainability Statement that outlined MP's environmental commitment, current state of green, energy and cost savings of recent initiatives, as well as created a list of recommendations and action items.



#### **Client**

Market Penetration, LP

#### **Industry**

Materials Handling  
Equipment Dealer

#### **Contact**

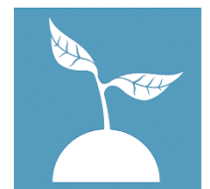
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#### **Date**

September 2009

#### **Key Team Members**

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