

West Bend honored with Distinguished Performer Award

WEST BEND, WI (October 11, 2013) – West Bend Mutual Insurance Company has been honored with the Deloitte Distinguished Performer Award – Environment for the company’s care of the environment and its sustainability efforts.

Among the initiatives recognized are:

- Converting the site of the company’s location from corn fields to natural prairie;
- Planting more than 15,000 trees and shrubs;
- Mowing only 5 of 160 total acres;
- Providing organic vegetable garden plots for company employees;
- Keeping energy use and costs down through such efforts as installing more than 700 LED lights, reducing energy use on hot summer days when electricity prices are higher, and automatically turning off lights after the work day;
- Using china and silverware to cut down on disposables in the company cafeteria; and
- Purchasing compostable disposables when their use is necessary.

“We are delighted to receive the Environmental Award from Deloitte for 2013,” said Dale Kent, West Bend’s chief financial officer. “Our associates have built a stimulating and beautiful workplace that just creates a ‘feel good’ attitude the moment you step onto the campus. In fact, our facility has become a favorite gathering place for numerous community groups, an outreach we are proud to provide. It is truly a unique place.”