

# Sustainability is... being ethical to the Earth!

We incorporate sustainability into our lives at work and at home.

## We want our employees to:

**Recycle...** paper, batteries, cardboard, oil, lubes, water, etc.

**Simplify...** 5S, reduce waste, conserve resources (energy, fuel, water), etc.

**Cultivate...** help our customers with their sustainable efforts and help them understand that renting equipment is more environmentally sensitive for many reasons, such as:

- > Our fleet is young and operates with fewer emissions
- > Our great preventative maintenance program keeps it operating at maximum efficiency
- > Renting vs. owning—since the piece of equipment is used more efficiently and shared by many, the overall number of units needed to support demand is reduced

For more information on our sustainable green initiatives please go to [www.RSCrental.com](http://www.RSCrental.com).

As a leader in our industry, RSC believes we will gain a competitive advantage from sustainable business practices. We are implementing internal programs that benefit the environment, as well as partnering with vendors and customers to drive cost out of the value chain while meeting environmental goals. For additional details on the initiatives below, please visit [RSCrental.com](http://RSCrental.com).

## Air Quality >

A young fleet has effective engines and emits less carbon.

## Energy and Fuel Efficiency >

Preventive equipment management assures equipment operates at peak efficiency.

No idling policy for delivery trucks reduces carbon footprint.

Cat's Eye tire pressure monitoring system reduces truck fuel consumption.

Effective planning of deliveries and pick-ups minimizes truck miles.

## Paper Reduction >

EDI, RSC Online® and Total Control® software have electronic ordering, contracts and billing.

ImageNow handles internal document flow electronically.

## Raw Material Reduction >

A refurbishment program and solid tires on aerial equipment helps reduce solid waste in landfills.

## Recycling and Recycled Content >

Branches are encouraged to recycle scrap metal, paper, corrugated, oil, pallets and plastics.

Wash racks separate solids for proper disposal.

Parts washers are no longer heavy solvent-based.

Newsletters and catalogs are printed on recycled paper and available as digital files.

## Employee Participation >

The RSC Green Team is a cross-functional group of volunteers that develops sustainable solutions for the company.