



RENT
REDUCE
REUSE
RECYCLE
CLASSIC
PARTY RENTALS

Classic's Sustainability Program

Green Special Events
ISES Los Angeles Chapter
February 19, 2008



Agenda

- ◆ **About Classic Party Rentals**
- ◆ **Classic's Sustainability Program**
- ◆ **The Forgotten Opportunity?**
- ◆ **What Can We Do Together?**
- ◆ **Ideas, Suggestions, Comments, Please see me!**



About Classic Party Rentals

- ◆ **Largest full service party rental company in the industry, with over 3,000 employees in 34 locations**
- ◆ **High-end rentals from Tent Top to Table Top**
- ◆ **Coast to coast, operating in 14 states...**
 - **West: CA, AZ, NM, TX**
 - **East: FL, TN, GA, NC, SC, MD, VA, IL, NY, Wash DC,**
- ◆ **Support a wide range of events, including small backyard affairs, award shows, sporting events (PGA, NASCAR), etc.**



Sustainability Program

- ◆ Obviously, rentals are inherently good for the environment...
- ◆ In 2007, we created the Classic Sustainability Team (CST)

The Classic Sustainability Team is responsible for:

- ◆ Developing & refining Classic's Sustainability Pledge
- ◆ Researching, recommending and implementing of company-wide initiatives
- ◆ Communicating progress to internal & external stakeholders



Sustainability Program Goals

The six overall program goals include:

- ◆ Develop best-in-industry “green events” for clients
- ◆ Reduce, Reuse, and Recycle of all materials possible
- ◆ Reduce energy and water consumption
- ◆ Develop sustainable purchasing program
- ◆ Ensure proper waste disposal at all facilities
- ◆ Apply strict CA air quality standards at paint booths nationwide



Green Events and Rental Products

Green Events	Status
◆ How to Green Your Event Guide	◆ In Development. Slated for 2008.
◆ Bio-diesel vehicle pilot	◆ SF pilot implemented at event in March 2008.
◆ Green rental products	<ul style="list-style-type: none"> ◆ Sustainable disposables – Coming soon! ◆ Chafer Fuel – Coming soon! ◆ Carpet – Available now! ◆ Bio-Diesel Generators – market specific, coming! ◆ Other sustainable rental items – In progress
◆ Recycle event waste	<ul style="list-style-type: none"> ◆ Receptacles – Coming soon! ◆ Waste from Rentals <ul style="list-style-type: none"> – Hanger Recycle Racks – Available now! – Velon Recycling– Happening now



What Else is Classic Doing?

Completed Projects	Status
◆ Obtain Sustainability Commitment from 100% of key vendors.	◆ DONE.
◆ Use sustainability as key factor in vendor/product selection. (Note - this includes weight reduction, durability to ensure longevity, and ease-of maintenance)	◆ DONE.
◆ Purchase energy efficient office and warehouse equipment.	◆ ONGOING.

Pilot Projects	Status
◆ Velon/carpet/turf recycling	◆ Velon – Pilot in a few stores. ◆ Carpet/Turf –research phase.
◆ Evaluate non-toxic cleaning chemicals.	◆ SF, ES, PD pilot in progress.
◆ Evaluate water, power and natural gas use.	◆ 8 location pilot in progress.
◆ Evaluate lighting in all CPR facilities.	◆ In progress.



The Forgotten Opportunity

In our zeal to be **green**, we need to remember an old and basic principle...

Running an efficient business may be the single most important thing we can do for the environment.



The Forgotten Opportunity

Classic is very focused on operational efficiency, best practices, and standardization across the network.

Including:

- ◆ **Maintain truck engines to reduce pollution**
- ◆ **Establish efficient equipment packing/preparation processes to reduce waste**
- ◆ **Establish cleaning processes to clean thoroughly the 1st time**
- ◆ **Design warehouses to minimize forklift usage and labor**



What Can We Do Together?

Goal	Classic	Clients
Reduce vehicle fuel consumption	<ul style="list-style-type: none"> ◆ Site evaluations & diagrams. ◆ Confirm all orders with client. ◆ Load trucks correctly the 1st time ◆ Route trucks efficiently. ◆ GPS to monitor routes. ◆ Policies on route deviations, driving the speed limit, etc. 	<ul style="list-style-type: none"> ◆ Confirm orders. ◆ Ensure all other vendors/ partners' needs are included. ◆ Look for creative solutions for on-site, event day issues.



What Can We Do Together?

Goal	Classic	Clients
Save energy, chemicals, and natural resources by reducing need to re-wash equipment	◆ Pre-soak dirty dishware and heavily stained linens prior to first wash.	◆Dish – Hire scullery team to ensure dishware is rinsed and accounted for. ◆Linens – Design event to avoid heavy stains, footprints, etc.



What Can We Do Together?

Goal	Classic	Clients
<p>Save natural resources by improving longevity of equipment</p>	<ul style="list-style-type: none"> ◆ Place equipment in the correct location. ◆ Maintain equipment. ◆ Repurpose, transfer, recycle used equipment ◆ Yard sale for equipment not needed. 	<ul style="list-style-type: none"> ◆ Client to review and resolve shortages at pick-up. ◆ Provide event site security for equipment. ◆ Tables/Chairs – Avoid scratching or damaging. ◆ Tenting – Ensure all vendors avoid damaging vinyl. ◆ Sub-floor – Helps protect turf/carpet from water damage.





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**Comments and Questions?
Ideas and Innovations?
Partnerships and Collaborations?**

Please contact me!

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