Texas manufacturer goes green, challenges others to do the same ...

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(Lancaster, TEXAS) — A small family business is hoping to set the industry standard for environmental responsibility with a series of projects its leaders believe will revamp the way nameplates are manufactured.

Texas Nameplate Co. is dramatically cutting chemical and water consumption through innovative building design and cutting-edge technology. In the past year, Texas Nameplate has implemented several environmentally conscious initiatives:

• Building green facilities designed to conserve resources and protect the environment.
• Creating a chemical rejuvenation process to slash chemical waste.
• Recycling and cleaning water, one of Texas's most precious resources.
• Cutting paper waste to nearly zero.
• Inventing the iScrubber™, an industry leader in cutting air pollution.

"We can set an industry standard for being environmentally friendly," said Administrative Manager Dan Crownover, whose grandfather founded Texas Nameplate in 1946. "It's also the right thing to do."

Texas Nameplate employees hope their efforts will influence competitors to make more environmentally conscious choices, as well.

"We try our best to limit and recycle or reuse anything we can," Chemical Specialist Ron Shouse said. "Not only does this drive our cost down, it means we dispose of less waste, which is better for the environment. We'd like to see anybody that does chemical etching do this."

Texas Nameplate Co. has been serving customers in energy, transportation, marine, military, manufacturing and other sectors for more than 70 years. Their plates can be found in the Arctic, the Antarctic and nearly every environment in between.

For interviews, photos, video or a tour, call President and CEO Dale Crownover at (214) 428-8341.