

**EMD Chemicals buys  
100% green power  
for its Madison location**



EMD Chemicals Inc. cares about the environment. The company continually looks for new ways to incorporate green practices into daily operations at its 35,000-square-foot life science technology facility in Madison.

Purchasing renewable energy is one way EMD makes a positive impact on the environment. EMD joined Madison Gas and Electric's expanded **Green Power Tomorrow** program in 2008, signing up at the 100% level. That means EMD purchases the equivalent of 100% of its energy use in Madison as renewable energy produced from wind and customer-owned solar electric systems.

"We chose to offset 100% of our electricity-generated emissions because we are 100% committed to the environment," said Michael Gehrman, facility manager at EMD. "Being a good environmental steward is a core part of our business culture. We are ready to be a leader in our industry and a role model for our other locations."



**Each year, EMD's participation in Green Power Tomorrow will eliminate:**

- 1,460 tons of carbon dioxide.
- 7,500 pounds of nitrogen oxides.
- 16,000 pounds of sulfur oxides.
- 490 tons of coal.

EMD uses more than one million kilowatt-hours of electricity per year. The majority of that energy is needed to operate freezers that store perishable biological products.

Energy is one of our larger operating expenses, and full participation in **Green Power Tomorrow**

## EMD Chemicals Inc.



**Madison location**  
441 Charmany Dr.

*EMD has locations in California, Georgia, New Jersey and Ohio.*

### Number of employees in Madison

80

### Business description

The Novagen business unit of EMD produces laboratory chemicals and research tools that scientists use to investigate the function of proteins, genes and cells. This research is commonly done to help understand:

- Human disease.
- Genetics.
- Growth and development of humans, plants and microbes.

EMD is an affiliate of Merck KGaA, a global pharmaceutical and chemical company.

will likely add more than 10% to the company's annual electric costs.

"But, to put that in perspective, it will cost less than 0.1% of our annual sales to have electricity that's entirely green," said Tim Moser, site manager at EMD. "It is a good deal we cannot pass up. Buying green power from MGE is one of the most cost-effective ways we can benefit the environment."

### Additional benefits

Besides helping the environment, purchasing green power has other business benefits.

"Our customers notice and appreciate our environmentally friendly efforts," said Karren Jeske, marketing communications manager at EMD. "We expect to be a vendor-of-choice as existing customers and new customers learn we are taking concrete action now in an area many of them care deeply about."

**“ We expect to be a vendor-of-choice as existing customers and new customers learn we are taking concrete action now in an area many of them care deeply about. ”**

Karren Jeske  
EMD Chemicals

EMD's employees also appreciate green practices.

"Employees at a life science company generally have higher expectations when it comes to environmentally friendly and sustainability efforts," Jeske said. "The more we do – like participating in **Green Power Tomorrow** – the more our employees will feel proud to be part of a company that voluntarily contributes to a cleaner environment."

EMD reinforces its dedication to energy conservation and environmental stewardship through other activities that include:

- An internal recycling program.
- Energy-efficient lighting.
- Employee incentives for commuting by bike.
- A commitment to working with "green" vendors.

### Learn more

MGE's expanded **Green Power Tomorrow** program took effect this year.



This opportunity offers significantly more renewable energy for customers to buy. If you would like to learn more or sign up for **Green Power Tomorrow**, visit [mge.com/greenpower](http://mge.com/greenpower). You also can call the MGE Business Energy Line at (608) 252-7007.