

BURNETT NONWOVEN PET PRODUCTS

More than just a PET solution....



GM Global Manager of Waste Reduction John Bradburn Making a Difference with WmT Burnett Nonwovens.

DETROIT – General Motors Along along with Partner - WmT Burnett is turning its employees' recycled water bottles into a new life: noise-reducing fabric insulation that covers the CHEVROLET EQUINOX engine. The bottles – collected from five of its Michigan facilities – And Flint Drop off locations are also being turned into air filtration components and insulation in coats for the homeless community

“Recycling is good, but viewing waste as a valuable resource that can be plugged into your operations or products is even better,” said John Bradburn, GM global manager of waste reduction. “It’s about rethinking the process and finding more sustainable ways to manufacture products and contribute to our communities.”

Demonstrating how a supply chain can become a supply WEB where business opportunities stem from an original project, furthering the mission and driving more social and economic impact.

Each partner engaged in this initiative brings specific capabilities. William T. Burnett & Co. processes the fibers into various forms of fleece, serving all three applications.

- Rogers Foam Corp. die cuts the fleece and EXO-s attaches it into the nylon cover for the Chevrolet Equinox V6 engine. The part helps further dampen engine noise to deliver a quiet ride.
- Filtration Services Group works with NEW LIFE CENTER, a nonprofit jobs development and training mission in Flint, to make the panels for the air filtration fleece, which is then sent to 10 GM facilities.
- The coat insulation is sent to Carhartt, a workwear company established in Detroit in 1889, who cuts it to size for The Empowerment Plan.

Feel Free to view the news and photos regarding press release:

[HTTP://MEDIA.GM.COM/MEDIA/US/EN/GM/HOME.DETAIL.HTML/CONTENT/PAGES/NEWS/US/EN/2016/APR/0412-GM-RECYCLES.HTML](http://media.gm.com/media/us/en/gm/home.detail.html/content/pages/news/us/en/2016/apr/0412-gm-recycles.html)

Do Your Part: GM Gives Recycled Water Bottles a New Life



JOIN US by Using WMT as your PET Supplier

Do Your Part Project

Value Stream Map

8-1-16

