

Sprout Award

It's no secret that the future could be hotter than a two-dollar pistol firing uphill unless we check up and start respecting Mother Earth. The next generation is facing new challenges brought on by our shortsighted use of resources. On the plus side, there's a sea change occurring as individuals and companies address the imbalances affecting our planet and the people who live on it. Sure, there is a long way to go before we've solved the problems, and today's solutions are simply the first steps toward sustainability.

Some seeds of change have already been planted as companies find ways to be both green and profitable, and *Rock and Ice* would like to acknowledge these forward thinkers with a new award. The Sprout Award will be given each issue to companies who are, in some way, big or small, supporting the environment or are socially conscious—either with their products, their manufacturing processes, through education or in other ways.

Yep, this is only the beginning, people, but we have to start somewhere. In fact, the beginning is always the most vulnerable, least impressive point on the continuum of change. That's why it's important to look out for the sprouts. One day they'll grow into the noble oaks of real change.

Jeff Jackson, Editor

The first Sprout Award goes to Climashield for developing a virgin-quality continuous filament insulation with at least 40 percent recycled content. Climashield says their insulation is warmer, lighter and tougher than down. That's a tall declaration, but after rigorous testing in the lab and in the field, Patagonia was "sold" and now uses Climashield Green in their Micro Puff line.

"Historically, any time we have made a choice with the environment in mind, we have made money," said

Coley Glasgow, a spokesman for Patagonia.
Congratulations to Climashield, a division of
Western Nonwovens Inc. of Clinton, Tennessee, in
partnership with Patagonia, for taking a successful
step with an earth-friendly product.

Is your business nurturing a Sprout? Contact
jjackson@bigstonepub.com with ways your company is
helping the earth or the people who live on it.