

ENERGY STAR Buildings Partner Meeting Breakout Session #2A

HANES *Brands Inc*

Panel discussion:
Improving Business Performance
with ENERGY STAR



PARTNER OF THE YEAR



PARTNER OF THE YEAR



SUSTAINED EXCELLENCE

Thursday, October 11, 2012 – 11:00 AM

Kurt Schwalbe, PE
Director of Facilities Engineering and Energy Demand
Hanesbrands Inc.

About Hanesbrands

- Hanesbrands Inc. is a world-class consumer goods company with more than a century of history and a portfolio of leading apparel brands including *Hanes*, *Champion*, *Playtex*, *Bali*, *L'eggs*, *Just My Size*, *Barely There*, *Wonderbra* and *Gear for Sports*.
- Hanesbrands Inc. (NYSE:HBI) began operating as a separate, independent, publicly traded company on Sept. 5, 2006, and regular trading in its common stock on the New York Stock Exchange began Sept. 6, 2006.
- Our brands can be found in eight out of 10 American households, and they are sold in hundreds of stores, plus internet and catalog sales.
- Over 53,000 employees
- Headquarters: Winston-Salem, N.C., U.S.
- More than 300 facilities, outlet stores and offices in more than 25 countries
- Publicly traded on the New York Stock Exchange as "HBI"
- Net sales \$4.6 billion in 2011
- No. 532 On Fortune 1,000 list of companies
- To learn more log onto: www.hanesbrands.com



BALI



Wonderbra



Hanes
HOSIERY



barely there

Soly Dr's.



ENERGY STAR's Guidelines for Energy Management

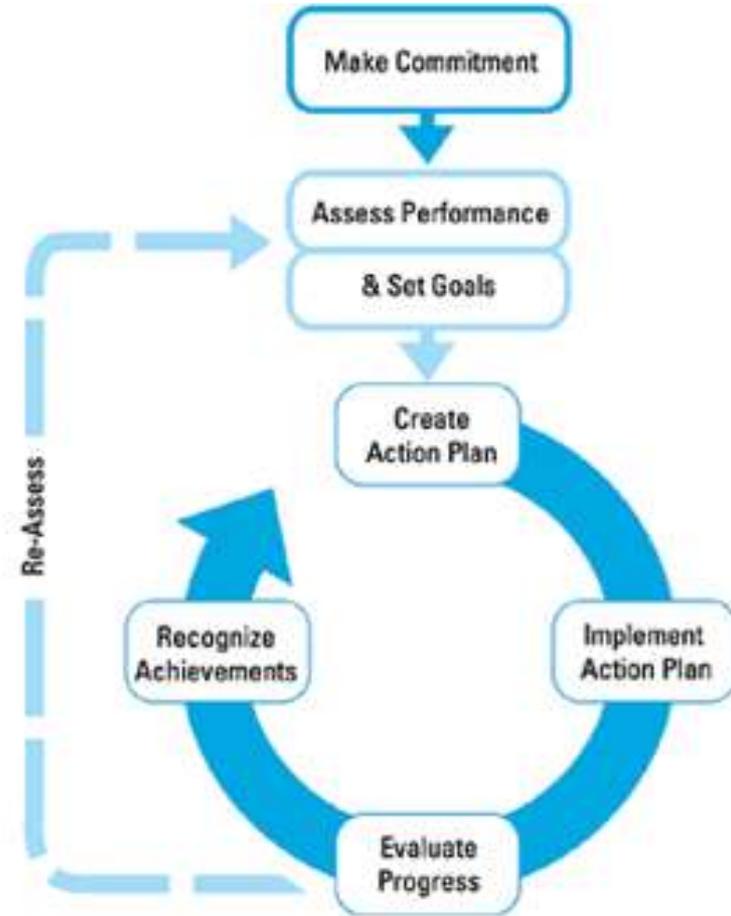
"HbI will effectively manage it's global operations to minimize energy consumption, reduce operating costs, and continually reduce emissions to the environment."

Rich Noll, CEO



Energy Management Policy

- Senior leadership support
- Demonstrates HBI's commitment to Energy Management
- The foundation for setting the course
- Defines Roles and Responsibilities
- Step 1 in ENERGY STAR Guidelines for Energy Management



ENERGY STAR's process brings creditability to HBI's Policy

Helpful ENERGY STAR Resources



ENERGY STAR Logos



Mr. George Weed,
Strategic Energy
Advisor for
ENERGY STAR

ENERGY STAR® Energy Management Assessment Matrix				
Category	Level of achievement (1-5)	Score (achieved / possible)	Key requirements (1-5)	Notes
Energy Director	5	5/5	5	Energy Director is a full-time position with a minimum of 5 years of experience in energy management.
Energy Team	5	5/5	5	Energy team consists of at least 5 full-time employees with a minimum of 5 years of experience in energy management.
Energy Policy	5	5/5	5	Energy policy is a written document that is approved by senior management and is reviewed annually.
Energy and Trade Shows	5	5/5	5	Energy and trade shows are attended by at least 5 full-time employees.
Notification	5	5/5	5	Notification is provided to all employees regarding energy management initiatives.
Executive Leadership	5	5/5	5	Executive leadership is committed to energy management and provides the necessary resources.
Best Practices	5	5/5	5	Best practices are implemented and documented.
Analysis	5	5/5	5	Analysis is conducted to identify energy management opportunities.
Technical assessments and audits	5	5/5	5	Technical assessments and audits are conducted and implemented.
Assessment scope	5	5/5	5	Assessment scope is defined and approved by senior management.
Assessment personnel for implementation	5	5/5	5	Assessment personnel for implementation are trained and qualified.
Customize goals	5	5/5	5	Customize goals are set and approved by senior management.
Define technical steps and targets	5	5/5	5	Define technical steps and targets are defined and approved by senior management.
Determine roles and resources	5	5/5	5	Determine roles and resources are defined and approved by senior management.
Create a communication plan	5	5/5	5	Create a communication plan is defined and approved by senior management.
Equip employees	5	5/5	5	Equip employees are trained and qualified.
Build capacity	5	5/5	5	Build capacity is defined and approved by senior management.
Monitor	5	5/5	5	Monitor is defined and approved by senior management.
Track and monitor	5	5/5	5	Track and monitor is defined and approved by senior management.
Review results	5	5/5	5	Review results is defined and approved by senior management.
Review action plan	5	5/5	5	Review action plan is defined and approved by senior management.
Provide internal recognition	5	5/5	5	Provide internal recognition is defined and approved by senior management.
Get external recognition	5	5/5	5	Get external recognition is defined and approved by senior management.

Self-Assessment Matrix

Behavioral Based Energy Strategies

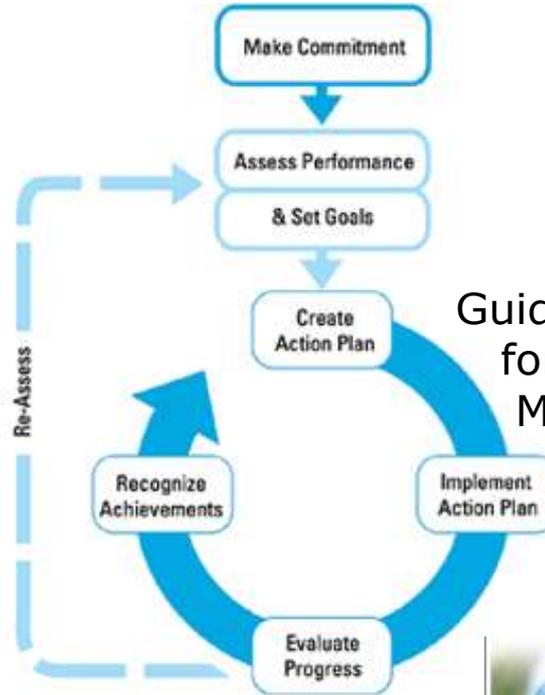
Monthly Partner Web Conference
September 18, 2012

Call-in number: 866 299 3188
Conference Code 202 343 9965W

Host: Walt Tunnessen

Learn more at energystar.gov

Networking Opportunities



Guidelines for Energy Management



Goal Setting & Recognition

ENERGY STAR Challenge for Industry
Build a better world 10% at a time

ENERGY STAR helped Hanes promote energy management internally – it's part of our Culture

- Energy organization, a team approach
- Kaizen events identify waste
- Treasure Hunts
- Corrective action tracked monthly with A3's
- Employee involvement promotes learning, team work and sensitivity to energy use
- Recognition of accomplishments and sharing of BMPs promotes continual improvement
- Policy Implementation following ENERGY STAR Guidelines for Energy Management



Hanesbrands use of the Challenge for Industry as a tool to motivate facilities to improve their energy performance

U.S. ENVIRONMENTAL PROTECTION AGENCY

ENERGY STAR

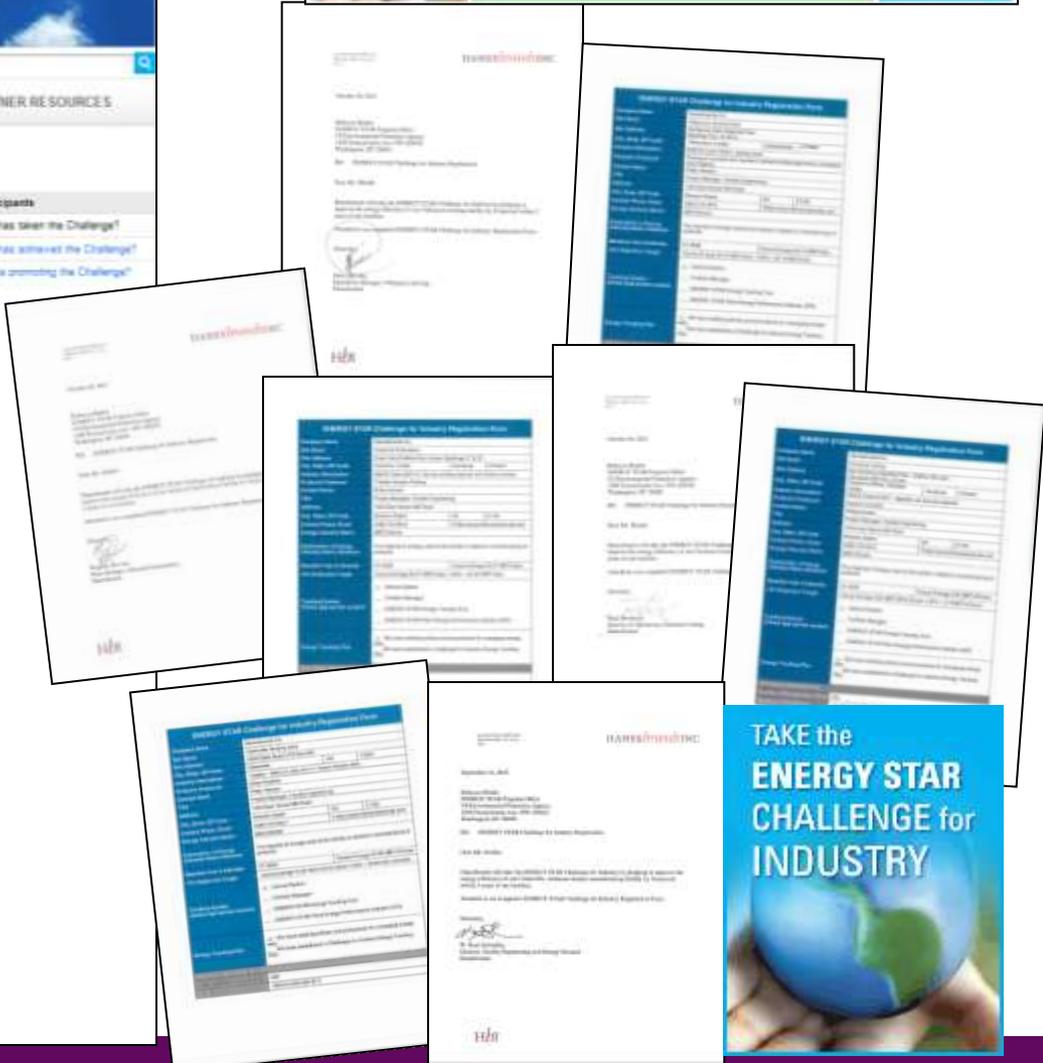
PRODUCTS HOME IMPROVEMENT NEW HOMES **BUILDINGS & PLANTS** PARTNER RESOURCES

Buildings & Plants

Who has signed up for the Challenge?

Sites that take the ENERGY STAR Challenge for Industry demonstrate their commitment to protecting the environment by improving their energy efficiency by 10% within 5 years. NOTE: Promoters are listed in the order in which their registrations were received.

Site Name	Company Name	Location	Baseline Year
America's Beverage Company	Kroger Company	Inving, TX	2008 FY
Anderson Bakery	Kroger Company	Anderson, SC	2008
Apache Helicopter Military Support Programs - Mesa	The Boeing Company	Mesa, AZ	2007
Bluefield Beverage	Kroger Company	Bluefield, VA	2009
Clackamas Bakery	Kroger Company	Clackamas, OR	2008
Columbus Bakery	Kroger Company	Columbus, OH	2009
Country Oven Bakery	Kroger Company	Bowling Green, KY	2008
Delight Products Company	Kroger Company	Springfield, TN	2008
Harrison Steel Abrics Plant	The Harrison Steel Castings Co.	ABic, IN	2009
Illinois Facility	Solberg Manufacturing, Inc.	Itasca, IL	2010
Indianapolis Bakery	Kroger Company	Indianapolis, IN	2008
Kentlake Foods	Kroger Company	Murray, KY	2008
La Habra Bakery	Kroger Company	La Habra, CA	2008
Layton Bakery	Kroger Company	Layton, UT	2008 FY
Pontiac Foods	Kroger Company	Pontiac, SC	2008
Springfield Ice Cream & Beverage	Kroger Company	Cincinnati, OH	2008
State Avenue	Kroger Company	Cincinnati, OH	2009
Tara Foods	Kroger Company	Albany, GA	2009
Dechard Powertrain Plant (MHA-D)	Nissan North America, Inc.	Dechard, TN	2009 FY
Woolwine	Hanesbrands Inc.	Stuart, VA	2009
Mount Airy Sock Plant	Hanesbrands Inc.	Mount Airy, NC	2008
Clarksville Hosiery Plant	Hanesbrands Inc.	Clarksville, AR	2009
Vahdervoort Dairy	Kroger Company	Fort Worth, TX	2008



ENERGY STAR helped Hanes promote energy management externally



Outdoor Advertising



Hanes Websites



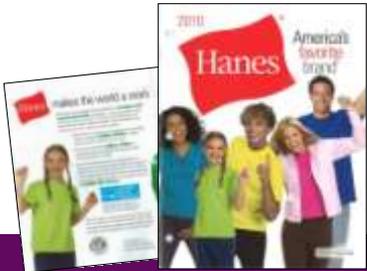
Web Advertising (Banners)



Print Advertising



The New York Times
WALL STREET JOURNAL



Consumer & B2B Catalogs

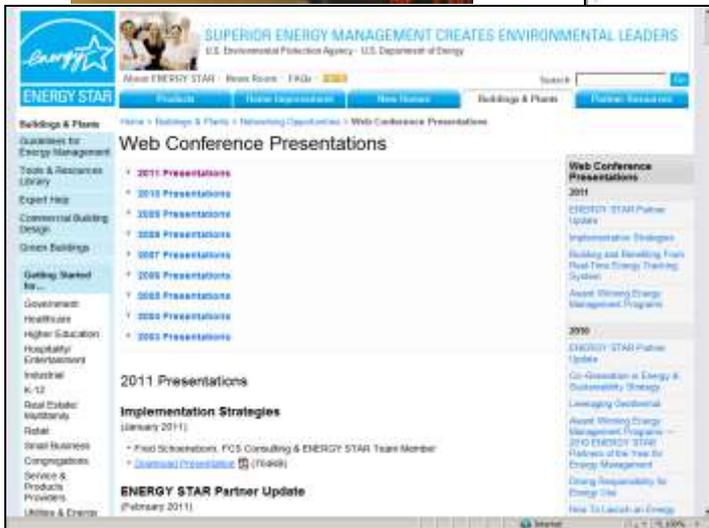
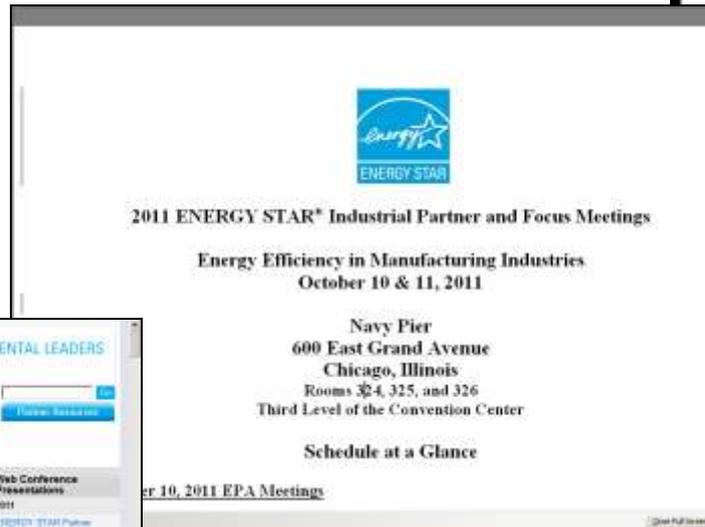
Social Media & Press Releases



Networking and Benchmarking Opportunities



ENERGY STAR Promotes Supplier Outreach



Communicating Environmental Responsibility

Benchmarking for Cascades Inc.
 June 2011

HANES Brands Inc



Variety of network opportunities

- on-line Webinars
- other partners
- Industrial Focus meetings