

Award Recipient of the ENERGY STAR® Challenge for Industry



Georgia-Pacific - GREEN BAY Broadway Paper Mill

1919 South Broadway
Green Bay, WI 54304

Georgia-Pacific's Green Bay (Broadway), Wisconsin, consumer products mill began operating in 1919 and was one of the first mills in the country to successfully recycle paper to make tissue products. Today, the mill employs about 900 people and is one of the nation's largest manufacturers of bath tissue, paper towel and napkin products made from recovered fiber that are used at home or found in airports, hospitals, sports arenas and many other public places. About 80 truckloads of wastepaper are brought into the mill each day.

The Green Bay mill achieved the ENERGY STAR Challenge for Industry in 2018, accomplishing its 10.1 percent reduction in energy intensity over a period of two years and four months. Most of the mill's improvement came as a result of an internal metering and billing effort. The Broadway mill installed meters at key points through the manufacturing process to measure the actual consumption of energy used in that area – from steam, electricity, natural gas, condensate and compressed air. Previously, departments had been allocated a certain percentage of the mill's overall energy cost.

By tracking trends and variations in energy use, the meters have helped identify opportunities to improve maintenance, reduce waste and make process improvements to cut down on energy use and/or reduce energy intensity. The replacement of a coal boiler with a natural gas boiler also contributed to the mill's energy intensity reduction.

Since starting this effort, the GP Broadway mill has reduced its energy use by nearly 1.2 trillion Btu (British thermal units), enough to power all the residences in the city of Green Bay. It is the only recycled fiber mill in the world – and one of only two paper mills – to have achieved the ENERGY STAR Challenge for Industry.