

Partner Case Study: American & Efird



FACTFILE:

American & Efird

Industry:

Manufacturer and distributor of thread and technical textiles for industrial and consumer markets

Location:

Gastonia and Mount Holly, NC
Gaston County

Statistics:

- 1,206 associates in Gaston County
- 40 preferential parking signs placed due to demand

Reasons for joining *Clean Air Works!*

- To expand its limited commute options program

Challenges Overcome:

- Committing the time to train over 1,200 associates

Business Benefits:

- Improved morale
- Increased productivity

Results:

- From May through September, A&E implemented 22 voluntary programs including carpool matching and implementing an anti-idling rule for the truck fleet
- American & Efird reported that its involvement was a great morale booster
- Through clean commuting, participants eliminated 5,778 miles from the road

Facility Contact:

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Program Summary: 2006

American & Efird (A&E), a global company, manufactures and distributes thread and technical textiles for industrial and consumer markets.

In May, A&E kicked off its program by providing training to more than 1,200 employees, providing carpool matching, and installing preferential carpool parking signs.

To encourage riding transit, A&E offered employees free 10-trip transit passes on Gastonia Transit. It also implemented a pilot teleworking program for customer service staff.

A&E excelled at reducing emissions and conserving energy through operational programs and policies. In September, the company implemented an anti-idling policy for its 15 tractor-trailers. Each tractor is now idling for an average of only two hours a day. A&E's energy efficiency programs include installing light sensors and utilizing its housekeeping crew to remind workers when they forget to turn off their lights and/or computers in the evening.

For those employees who weren't able to use a commute alternative – and for those who want to do even more to reduce pollution – A&E offered an incentive program for employees who fill up their gas tank from 6 PM-midnight. Employees who brought in a gas receipt were entered into a weekly drawing for a free gas card. It also provided free drinks, desserts or vegetables to those who stayed in during lunch each Friday, and offered weekly raffles for employees who brought their lunch to work Monday – Friday.



“Clean Air Works! is an ‘Environmental Excellence’ program and such a program in the community within a corporation is the right thing to do. Health of people in the community and unrestricted future economic growth are great motivating factors.”

John Eapen

Vice President - Environmental, Health & Safety



Clean Air Works! is a project of the Regional Air Quality Board, a regional entity that brings together businesses, elected officials, and public staff from cities and counties throughout the Charlotte Region to work collaboratively on projects to improve air quality. The project is funded by Mecklenburg County Government and federal Congestion Mitigation and Air Quality Funds (“CMAQ”) awarded throughout the Mecklenburg-Union Metropolitan Planning Organization. For more information, visit cleanairworks.org.