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Badger Color Concentrates Attains Maturing Status

[Mukwonago, WI (December 2023)] – [The Wisconsin Sustainable Business Council](#) has recognized Badger Color Concentrates at the **Maturing** level within its [Green Masters Program®](#). Recognizing Wisconsin businesses that are prioritizing sustainability, the Green Masters Program® categorizes participants into four status levels that reflect the degree to which sustainability has been integrated into their business model: Adapting, Advancing, Maturing, and Green Master. **Maturing** status signifies that the organization is effectively engaging in sustainability, has identified and is improving its performance in most material sustainability issues, and is integrating systems to manage its performance in those issues.

“Achieving Maturing status in our first year participating in the [Green Masters Program®](#) is a remarkable milestone for Badger Color, underscoring our unwavering dedication to sustainability,” expressed Mike Madey, President, and Owner of Badger Color Concentrates. The resources and tools provided by the Wisconsin Sustainable Business Council and the Green Masters program are essential to help us continually improving our impact on employees, customers and the local communities in which we operate.

Each year at the [Wisconsin Sustainable Business Council’s Annual Conference](#), the achievements of member companies are recognized and celebrated. This year’s conference was held on November 16 at TruStage in Madison.

“The Green Masters Program is a tool for businesses to define, prioritize, measure, and manage their sustainability performance and integrate sustainable systems into business systems. It’s a platform aligned with internationally recognized standards that drives sustainable success and continuous improvement. For over 14 years the program has guided companies in building sustainable success and we are proud of companies like Badger Color Concentrates leading the way in Wisconsin.”

About Badger Color Concentrates Inc.

Mukwonago, Wisconsin, U.S.A.-based Badger Color Concentrates Inc., established in 1998, is a leader in customized colorants and functional additive concentrates. Supporting many of the world's most prominent brands with a comprehensive range of solutions for the use of Post Consumer Resins and color design for recyclability. For more information, visit www.badgercolor.com.

ABOUT WISCONSIN SUSTAINABLE BUSINESS COUNCIL

The WI Sustainable Business Council's (WSBC) mission is to advance sustainable principles and practices through the power of business. WSBC is a member-driven organization, that supports companies' efforts to educate, measure, and improve their sustainability outcomes, and collaborate for shared success. For over 16 years, they have brought businesses together to solve sustainability challenges and work to address environmental, social, and governance actions in business, meeting companies where they are and assisting them with greater profitability and sustainability strategy integration. WSBC is an affiliate of WMEP Manufacturing Solutions. For more information, visit <http://www.wisconsinsustainability.com/>