

# Cardinal Environmental

The Wisconsin Environmental Working Group® and WMC have recognized Cardinal Environmental as a 2008 Wisconsin Business Friend of the Environment Award Winner.

The award recognizes companies that have demonstrated leadership in environmental protection.



Environmental Protection ...  
Wisconsin Industry  
Demonstrating Leadership.

## Cardinal Environmental

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Located in Sheboygan for more than 20 years, Cardinal Environmental, Inc. specializes in environmental consulting services. By assembling a staff with many years of consulting experience, Cardinal Environmental has developed capabilities in environmental site assessments, asbestos inspection and management planning, occupational safety and health, toxic and hazardous waste management, wastewater sampling and analysis, and air emissions management.

There was an alarming trend in 2007 with respect to the number of toys and other children's products recalled for dangerous lead or other chemical exposure that placed young boys and girls at risk. It seemed that each week, the Consumer Products Safety Commission released a warning about yet another tainted product, many of which were manufactured overseas in China. On a nationwide basis, parents expressed justifiable anger and concern for the health and safety of their children.

The intense media attention to this issue was beneficial from a public awareness standpoint. Serious health problems like heart disease, hypertension, kidney disease, cancer, memory loss and dementia have been linked to a child's early exposure to lead. Public education, therefore, is a critical component to the prevention of childhood lead poisoning.

In September of 2007, Sue Kaiser of Cardinal Environmental recognized a golden opportunity to provide education about childhood lead poisoning, and began holding toy testing events around the state. For example, during Childhood Lead Poisoning Prevention Week in October, Cardinal Environmental joined the Sheboygan Health Department to host a joint toy testing and blood testing event for lead at the health department.

The event was advertised on the radio and in the newspaper that families could have their toys tested for lead, and have their child's blood tested for lead at the same time. Sue Kaiser oversaw the toy testing by providing the use of a XRF lead detection machine.

Cardinal Environmental continued this successful event by working with Aurora Health Systems to offer toy testing events in schools with the hope of reaching families with young children. They also partnered with other business and local public health officials to offer toy testing in December to determine if holiday toys were safe. These events occurred in Stevens Point, Wausau, Marshfield, Wisconsin Rapids and Appleton. Through their initiative and willingness to serve the public, Cardinal Environmental was able to put many concerned parents at ease with respect to the safety of their children's toys.

### **For more information on environmental innovation efforts at Cardinal Environmental, please contact:**

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### **For more information on how your company can benefit from environmental protection programs, please contact:**

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