

# Standard Imaging, Inc.

The Wisconsin Environmental  
Working Group® and WMC have  
recognized Standard Imaging, Inc.  
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.

# ENVIRONMENTAL STEWARDSHIP

## Standard Imaging, Inc.

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Located in Middleton, Standard Imaging, Inc., is a privately held corporation founded in 1990. In the past 18 years, Standard Imaging has steadily grown from its humble beginnings in a founder's basement to become a prominent figure in the medical physics community. The company develops and distributes radiation calibration and quality assurance instruments for health care. The company now has products in 98 of the top 100 cancer treatment centers in the U.S.

Standard Imaging works to advance the use of radiation by health care professionals with quality assurance solutions that are innovative, effective, valued, compliant and eco-friendly. Its success resulted in the need for a larger, more specialized, efficient and eco-friendly facility. The company embarked on designing and building a new state-of-the-art facility with an eye toward achieving environmental objectives for the facility and its operations. In early 2007, Standard Imaging completed the new 27,000 square foot facility, its fourth successive facility in Middleton, Wisconsin.

Among the unique eco-friendly features of the building are geothermal heating and cooling, energy efficient air recovery ventilation, passive solar heating, production area sky lights, energy efficient lighting, and foam-in-place insulation in the office ceilings. Focusing on the geothermal system, which is one of the largest in the state for a manufacturer, the company expected a \$10,000 per year savings when compared to conventional heating and cooling systems. These savings would result in an anticipated system payback of 12 years. However, with rising energy costs, this payback may now decrease to 6 to 7 years, while greatly saving energy.

The facility contains a patient treatment irradiator system in a specially designed bunker which provides shielding for employees and to the environment, greatly exceeding that mandated by regulation. Additionally, the landscaping incorporates water runoff retention ponds and water gardens. Native plantings are also placed to support heating and cooling efficiency. Lastly, the location of the new facility was selected with transportation options in mind. It is located on a city area bus route, as well as on bicycle trails.

Standard Imaging strives to be a "green" company and citizen, and complies with the European Union WEEE directive addressing the recycling and disposal of waste electrical and electronic equipment. Their product User Manuals contain instructions for customers on how to return the product to Standard Imaging to ensure proper recycling and/or disposal after their useful lives.

**For more information on environmental stewardship efforts at Standard Imaging, Inc., 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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