

# *News Release*



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## **RK Dixon® launches “Operation Green”**

*Company to appoint Green Ambassadors in each location to fully develop program*

DAVENPORT, Iowa (Sept. 4, 2007) – Although they are only 210 strong, the employees of RK Dixon® want to significantly change the well-being of the environment in which they live. To achieve this, RK Dixon developed a program called “Operation Green – Helping our environment just run better.”

The new internal campaign is designed to help the company and employees examine how their behaviors impact the environment and what they can do to reduce their carbon footprint. RK Dixon is a leading provider of copiers, printers and networking solutions.

The campaign is the brainchild of RK Dixon president and CEO Bryan Dixon, who believes that the choices and behaviors of individuals have a ripple effect that reaches around the world today.

“What we buy, what we do or do not recycle and what we throw away has an impact on everyone on this planet,” he said. “Our campaign is the beginning of an important new shift in the way we treat our world. Through simple, responsible behavioral shifts we can protect human and planet health through environmental stewardship.”

To initiate the new program, RK Dixon asked its employees to develop a name and tagline for the program. The next step was introducing the Operation Green campaign to the company’s eight locations in Iowa, Illinois and Wisconsin. Bryan Dixon and Jeff Dixon visited the various offices and hosted informational sessions and provided each of its 200 employees with a reusable, personalized mug.

These mugs, which replace Styrofoam cups, offer the first of many forthcoming tangible examples of how small changes can impact the environment.

“One thing that really got my attention was all the cups our company was purchasing that were just being thrown away. We realized we were going through 31,000 Styrofoam cups each year and that all of them were going into the landfill,” said Jeff Dixon, President of the IT Group. “Laid end-to-end, that adds up to 2.5 miles of cups, or enough for one lap around the Indianapolis 500 track. By simply using a reusable mug we are making a positive environmental impact.”

To fully develop the program, RK is calling on its own employees. Each location will appoint at least one “Green Ambassador” who will serve a one-year term. The ambassadors will spearhead the Operation Green effort and help develop the company’s environmental policy and business plan. By having RK Dixon’s employees involved in the planning and measuring of success of the program, they will have a sense of personal ownership in making the environment a better place to live.

“Our goal is to have actionable, measurable items,” said Bryan Dixon. “We want to be able look back a year from now and see that we’ve really had an impact on our environment.”

To learn more about Operation Green or RK Dixon, please visit [www.rkdixon.com](http://www.rkdixon.com) or contact Sue Hill at (309) 692-3300.

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RK Dixon streamlines operations and reduces document costs for small to large offices. It provides a broad range of products and services for virtually every critical office application, from copying systems by Canon and Lanier, to integrated computer networks by Microsoft® Gold Certified technicians. This 24-year-old company retains a highly-trained and tenured staff and provides its customers with products boasting over 99 percent uptime. RK Dixon serves 79 counties in Iowa, Illinois, and Wisconsin with office locations in Davenport and Cedar Rapids, Iowa and Bloomington, Champaign, Effingham, Peoria, Rockford, and Springfield, Ill. For more information, visit [www.rkdixon.com](http://www.rkdixon.com) or call 563-344-9100 or 800-553-0020.