



Maker's Mark Distillery

Member Spotlight | 2023

Perforated Cardboard

Maker's Mark Distillery has been a member of Kentucky Excellence in Environmental Leadership (KY EXCEL) since 2008. While they are in the business of producing bourbon (NAICS 312140), Maker's Mark is committed to having a positive impact on the environment, their employees, and the surrounding community. Based in Loretto, KY, the distillery puts sustainability at the foundation of all that they do. As part of their KY EXCEL membership requirements and commitment to the environment, Maker's Mark proposed to reduce the amount of cardboard waste generated at the facility by developing opportunities for repurposing it.

Goal #1



Waste Reduction

As part of their Zero Waste to Landfill Initiative, Maker's Mark is striving to repurpose or recycle all waste at the distillery. In an effort to create such opportunities, the facility has developed a creative solution to reduce cardboard waste - use it as packaging material.

Goal #2



Carbon Reduction

By repurposing the waste cardboard, the distillery has not only reduced the amount of waste sent to the landfill but has also reduced the amount of transportation miles required, fuel used, and CO2 emitted by hauling the cardboard to the recycling facility.

Goal #3



Cost Savings

Additionally, the facility lowered operating costs by eliminating the need to purchase single use packaging materials for parts of their day-to day operations and reducing the amount spent on transporting materials to the recycling facility.

Kentucky Department for Environmental Protection

300 Sower Boulevard, 3rd Floor, Frankfort, KY 40601
Assistance Hotline: envhelp@ky.gov | 502-782-6189





Every bottle of Marker's Mark is hand-dipped in red wax.

Maker's Mark purchased two cardboard perforators for use in the Hospitality and Bottling Department to eliminate the need to purchase single use plastic air bags. Breakables such as glassware and whisky bottles are wrapped when purchased from the gift gallery to prevent breakage. The perforated cardboard can be used instead of the plastic air bags to protect the breakables. This eliminates the previous practice of passing on non-recyclable single-use plastic bags to consumers.

The installation of the cardboard perforator was an easy project to implement and required very little training to use. The Hospitality Team regularly uses the perforated cardboard for packaging, and even offers consumers extra perforated cardboard to package up competitors' bottles in luggage. Maker's Mark Distillery has also started using the perforated cardboard throughout the plant when shipping samples to offsite employees. In addition to reducing the purchase of single-use plastics the facility has reduced their carbon footprint by eliminating transportation of waste to the landfill. Additionally, consumers can recycle the perforated cardboard at their local recycling facility.

Project Investments



**\$8,968
Spent**



**3
Work-Hours
Spent**



**5
People
Participated**

Project Results



**500
Single Use Plastic Bags
Prevented per Year**



**\$1,250
Saved per Year**