



Making Safety Count

To help prevent accidents at its Rockingham facility, Cascades Tissues gets its employees engaged

At Cascades Tissue's manufacturing facility in Rockingham, North Carolina, two workers wielding ceramic knives trim the outermost sheets from a massive roll of tissue paper. This roll, like most of Cascades' products, was manufactured using recycled paper, and is destined to become tissue, towels or napkins for the "away-from-home" market.

One of the workers nudges the roll onto a nearby conveyor belt using a hand truck, then deftly steps away. In an environment like this one, it's easy to see how **2.8 million Americans sustained non-fatal workplace injuries in 2015, with an average of 1.2 cases per 100 full time workers in the manufacturing industry.** Cascades, however, defies these odds; this facility hasn't had a reportable injury in 755 days and counting.

"When I first got in this industry 20-some years ago, the first person's hand I shook, he was missing a limb," recalls Mickey Lee, the plant manager of Cascades Tissue's Rockingham plant.

According to OSHA's "**\$afety Pays**" program, that kind of injury carries more than \$73,000 in indirect costs; a company would need to generate nearly \$2.5 million in sales to cover them. The cost to the person suffering the injury, or course, is incalculable.

"We're heavy industrial," Lee adds. "So in our case it's not necessarily a limb they could lose, it's a life."

Relying on Each Other

Cascades has partnered with NC State Industry Expansion Solutions (IES) to design and enact repeatable safety procedures that employees will both remember and be empowered to apply during daily operations. Hands-on

Cascades Challenge

Cascades Tissue's heavy industrial work environment, by its very nature, poses risks to its employees. Management wanted to take every opportunity recognize and eliminate risks on the facility floor.

IES Solution

Development of a robust safety program that emphasizes interactivity and relies on Cascades' workforce to drive optimal results.

Benefits

Cascades-Rockingham has had no reportable accidents in 755 days, as of December 2016. Employee engagement rate has climbed to 74 percent.