

## CASE STUDY

### Intelligent Nutrients Uses Renewable Energy for Product Manufacturing



Environmentalism has been at the core of the Intelligent Nutrients brand since the beginning, when founder Horst Rechelbacher released the first USDA Organic certified hair care line in 2008. Intelligent Nutrients believes in maximizing organic ingredients, incorporating sustainable packaging, never employing animal testing, and taking a lifecycle approach to every product it ships. As part of its overall sustainability commitment, Intelligent Nutrients wanted to investigate how to incorporate renewable energy into its operations, and the company turned for help to Center for Resource Solutions, which runs the Green-e certification program.

Intelligent Nutrients presented an interesting challenge in switching to clean energy due to its distributed manufacturing structure and locations in several electricity markets. Green-e staff helped the company investigate utility green power options where possible, and renewable energy certificates (RECs) for its manufacturing operations.

*Intelligent Nutrients purchased 427 MWh of renewable energy in their first year as a Green-e certified company*

Green-e staff then worked alongside Intelligent Nutrients and its contract manufacturers to create a reporting process to determine the total electricity footprint for the company. Intelligent Nutrients' suppliers report data on the volume of products produced and their electricity inputs on an annual basis to Green-e. The company also reports electricity usage at its corporate headquarters, corporate store, and other corporate-owned operations, including its downtown Minneapolis billboard.

Intelligent Nutrients joined the Green-e Marketplace certification program in 2008 by purchasing 427 MWh of renewable energy. The company employed a combination of purchasing options, including utility green pricing through Xcel Energy and RECs through 3Degrees. Xcel Energy's green pricing product allowed Intelligent Nutrients to support local wind energy in Minnesota, while the flexibility of RECs allowed it to cover electricity usage for its various manufacturing partners around the country.



#### KEY FACTS



7 manufacturing partners



91 products with the Green-e Logo



100% powered by clean energy



~68 metric tons of CO2 reductions annually



*"We've always believed in the value of third-party certification for transparency. Joining Green-e was an important and natural decision for us."*

**—Janell Schroeder**

*Certification Specialist*



**CRS**

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