



Hidden Villa Ranch
Always Better. Naturally!

Helping Create a Sustainable Louisiana

North American Pulp Molding Receives Award from the State of Louisiana

Hidden Villa Ranch is proud to announce that on May 3, 2007, North American Pulp Molding, our very own carton company, has been awarded the 2007 Lantern Award by the state of Louisiana. This award is presented annually to a company or organization that demonstrates its social responsibility based on their contribution to the local community, including employment growth, facility expansion and community involvement. Recognizing outstanding manufacturing and community involvement, the Lantern Award symbolizes leadership, dedication and commitment to excellence.

After the devastating effects of Hurricane Katrina on the Louisiana economy, Hidden Villa Ranch purchased and invested millions of dollars in North American Pulp Molding, a Louisiana carton manufacturing plant that was faltering economically. Hidden Villa saw this acquisition as a prime opportunity to help rebuild Louisiana's depressed economy. We had a vision of a sustainable, employee safe and environmentally friendly facility being born.

In an effort to create this sustainable carton plant, we closed down North American Pulp Molding for nine months to renovate and restructure the poorly managed and rundown facility. During this renovation period, we opened our doors to the Katrina relief effort and the plant was used as a storage facility for supplies to be distributed to refugees. Three Hidden Villa Ranch employees were also sent from California to Louisiana and Mississippi, along with large amounts of much needed supplies to assist with the post Hurricane Katrina relief effort.

During this time of renovation, our first priority was to create better working conditions for the employees. Leaking roofs were fixed, unsafe machinery without safeties was updated, and benefits were given to all employees. "It was difficult for me to recruit, let alone retain, quality help around here," said Scott Robertson, plant manager. "Now the plant is totally safe, our workers have benefits, and we are providing much needed jobs in Louisiana."

We did not stop at improving the plant for our employees; we also improved it for the environment. Before Hidden Villa Ranch acquired the plant, leftover fiber material was being dumped into a local waterway and sewer system causing periodic clogging. Today the local waterway and surrounding landscape has been restored and waste is no longer dumped into the sewer system. Also, North American Pulp Molding has reduced production of waste materials by an incredible 98.5%, reduced the amount of solids emitted by close to 98%, and reduced city water usage by nearly 60%.

HVR's improvement efforts, along with the fact that this facility has been partially powered by the use of natural gas that is burned off from local oil and gas operations for many years, makes North American Pulp Molding one of the most sustainable carton manufacturing facilities in the country. "It is commendable that a company whose product is environmentally beneficial, is also focused in making sure it's operations are as well," said Haynesville, Louisiana Mayor H.U. Slaid. Currently Hidden Villa Ranch produces 100% recyclable egg cartons at North American Pulp Molding made from recyclable substrates, like cardboard and news print purchased from local sources.

At Hidden Villa Ranch we are proud to see North American Pulp Molding receive the 2007 Lantern Award from the state of Louisiana. But, it truly gives us greater satisfaction that our sustainability efforts have helped the state of Louisiana reach its goals.