

Miratel Solutions Green Call Centre Becomes Even Greener with Eco Lighting Retrofit

Maintaining a deeply held conviction to Corporate Social Responsibility (CSR), Miratel Solutions are proud to announce that they have added to their environmental initiatives by retrofitting all office light fixtures to energy efficient units. Miratel's green call center and mail house occupies almost 17,000 square feet of office space that uses 200 traditional fluorescent light fixtures. This conversion has decreased the number of lamps required by 50% and reduced energy usage by over 40% making their eco call centre and mail house facilities even more green.

Toronto, Ontario Since their inception in 2000 Miratel's owners, Tracy Ritson and Angela Puzzolanti, have been dedicated to maintaining the highest standards of integrity, workplace conduct and business ethic . Today that dedication is reflected in their Corporate Responsibility mandate which includes extensive Green Initiatives. As Tracy Ritson explains:

"Our green initiatives reflect our long standing commitment to reducing carbon emissions and practicing responsible consumption. That commitment is evident throughout our workplace and in the most practical ways possible. We are constantly evaluating how we do what we do to keep our services affordable while making our business more beneficial to the world we live. We aim to be environmentally and socially responsible and in turn our customers know that working with us helps to drive positive change."

The decision to convert to energy efficient lighting was driven by that commitment to responsible consumption. The financial outlay for the conversion is seen as an investment in these principals as they are what drives Miratel and helps them to remain leaders in the green business movement.

After evaluating all of the options available for the building, Angela Puzzolanti explains the changes that were selected:

"Our lighting currently consists of 200 light fixtures requiring 800 T12 fluorescent lamps with magnetic ballasts. We decided to retrofit the 200 light fixtures with electronic T8 ballasts that will allow us to use T8 lamps. This change has represented a minimum impact of a 40% decrease in energy usage as only require 400 T8 lamps in comparison to the 800 T12 lamps previously required. Also, because we are using half the amount of individual components the end-to-end consumption, from manufacturing to waste disposal, has been cut in half. We further offset that through our partnership with Bullfrog Power."

Miratel are proud of all of their green initiatives as they are an integral part of helping build a healthier planet. In addition to retrofitting the lighting, Miratel's other environmental efforts include:

- ◆ Facilities that incorporate renewable energy sources with Bullfrog Power
- ◆ Recycling Programs for paper, cardboard, glass, plastic and metals
- ◆ Toxin Free Green Cleaning Only
- ◆ Sustainable Purchasing that chooses lowest impact wherever possible such as 100% post consumer waste paper only, rechargeable batteries and carbon neutral website
- ◆ Plastic Water Bottle ban as we provide filtered water and a reusable drinking receptacle to all employees
- ◆ Active members in many Green organizations with internal green committee
- ◆ Responsible Consumption Practices such as power down/off procedures and temperature control

Miratel strives to continue to grow as a CSR call centre and mail house and satisfy their business needs today while protecting the interests of tomorrow's generation. As responsible business conduct lays the foundation for their business strategies, Miratel will continue their commitment to leadership through strong governance. Miratel believes that doing so not only benefits the planet but also makes good business sense.

About Miratel:

In spring of 2000, Miratel was founded with a commitment to provide cost-effective fundraising services through call centre solutions that applied the highest standards of integrity, workplace conduct and business ethics to their every business decision. Throughout the years, Miratel has experienced over 300% growth and yet still has held onto those same principals today. Miratel takes pride in being known as a green call centre and is dedicated to upholding that reputation and making a lasting, positive difference in the world.

Miratel is an industry leader in providing end-to-end managed services including inbound and outbound call centre solutions, eCommerce and letter shop mail facilities. Within their mail house and call centre in Canada, Miratel has the capacity to manage projects that vary greatly in size and duration with flexible, robust technology and an expansive and highly skilled team. Miratel multilingual services are available 24 hours a day, 365 days a year via phone, online and email. For more information and to view their corporate video, please visit <http://www.miratelinc.com>