

NAKANISHI MANUFACTURING CORP.

# GREEN ASSEMBLY

## Challenge

When a local resident's unfounded claims accused Nakanishi (NMC) and other manufacturers in Athens GA of poor environmental practices, the company needed to protect its brand reputation – and its ability to renew a Title V clean air permit -- by clearing its name. NMC is a major provider of automotive bearing parts and a large employer in the area.

## Solution

PSMG's team lead was engaged to develop and execute issues communications counsel to help bridge the gap in understanding between NMC and a variety of stakeholders including local community members, state environmental protection agency scientist, UGA researchers, employees and local media. Engagement efforts included collaborating with legal, operations, HR and other business units to clarify and address concerns. Communications training, community events, policy/advocacy and media outreach was also executed to underscore "cleaner, healthier workplace" messaging.

## Outcome

The plant received front page coverage with state environmental experts validating its safety. Renewal for the Title V permit was received setting the stage for future expansion. Today, NMC maintains its reputation as one of the best environmental stewards in Georgia's manufacturing community.