

# Finding Business Success through Sustainability

Pacific Landscape Management's passion for service and technical expertise ensures their customers are presented with the most thoughtful and cost-effective solutions for their landscape needs. They work with clients to capture their core principles and increase the environmental sustainability of landscapes while reducing expenses.

## PACIFIC LANDSCAPE MANAGEMENT

Founded: 2001  
Employees: 100, 35 individual crews  
Offices: Three  
Clients: More than 400 commercial properties

### Maximizing Commercial Success with Sustainability

Pacific Landscape Management attends a variety of trade shows and landscape industry events in the Portland area, where conservation and ecological issues are discussed and interactions with local eco-minded organizations give them insight into community needs.

"Although we consider ourselves ecologically focused, it became a business focus when customers began to ask about it," said Bob Grover, president of Pacific Landscape Management and award recipient of the 2013 *Lawn & Landscape Leadership Award*. In 2007, they conducted a comprehensive evaluation of all of their landscaping procedures to determine where they could reduce their impact on the environment while maintaining the quality and service to customers.

Ultimately, this led Pacific Landscape Management to become a leader in sustainable solutions, helping customers evaluate their sites for ecological enhancement; using STIHL equipment with reduced exhaust emissions, nature safe fertilizers, and reduced

herbicides; recycling organic waste; and reducing water usage. They also replaced managers' vehicles with more fuel-efficient, low-exhaust-emission vehicles, installed a bioswale to filter parking lot runoff, a rain garden to process roof drains, as well as solar panels to produce their own electricity.

Pacific Landscape Management was recognized as one of Portland's greenest companies by *Oregon Business Magazine* and also won the PLANET environmental improvement award for commercial maintenance and renovation.

### Contributing to the Value of the Landscape

Pacific Landscape Management helps maximize the return on investment, making properties more visible, more valuable and more appropriate for their customers' needs.

"Landscapes are living environments and need thoughtful maintenance and appropriate renovation or that investment can decline in value and hinder the property's image," said Grover.

Pacific Landscape Management makes recommendations such as irrigation system maintenance/solutions as well as landscape



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enhancements and plant replacement to help reduce maintenance and resource use of their clients' landscapes. They evaluate and recommend system upgrades to adapt existing, dated sprinkler systems for improved irrigation efficiency. These modifications reduce irrigation water use and have good return on investment.

The company realized that some existing plants are struggling due to common insect or disease problems. Grover proposed replacing plants instead of constantly spraying to protect. When evaluated over time, plant replacement can have good ROI vs. spraying year after year.

They also offer several lines of ecology seed mixes that can enhance a site's sustainability and long-term maintenance costs. Although not necessarily for everyone, these mixes can be an alternative to traditional lawns because of their self-fertilizing properties, dwarfed growth, and drought tolerances.

### Cutting Costs without Cutting Corners

In researching how to reduce their environmental footprint, Pacific Landscape Management learned that the emission levels of different models of outdoor power equipment vary widely. After extensive research, "STIHL clearly was the market leader in low emissions," according to Grover. In 2008, the company replaced its entire small engine fleet with STIHL equipment that produces low exhaust emissions.

"We had to develop our stance as to how we were supporting sustainability and providing our service in a sustainable way for our customers," said Grover.

The result was an overall reduction of the company's annual emissions by more than 18,000 pounds of hydrocarbons annually – the equivalent of taking 630 cars off the road. In addition, because the newer equipment burns fuel more efficiently, the fuel savings

paid for the conversion in just two years.

Grover's company uses low-exhaust-emission handheld equipment from STIHL exclusively, with a cost-savings of \$100 per unit per year in fuel and totaling savings of more than \$20,000 per year with the 200 STIHL units in inventory, which include blowers, trimmers, hedge trimmers and edgers. "STIHL products benefit us in two ways," said Grover. "First, they have some of the lowest emission output of any brand, which meets our goal to minimize our operations impact on the environment.

Second, they are more fuel efficient (than previous models), which reduces our operational costs."

By streamlining their handheld product line, Pacific Landscape Management was also able to reduce maintenance and parts costs through standardization, in addition to reducing environmental impact and reducing fuel costs.

"STIHL has been the most reliable and longest lasting brand of handheld equipment we have used. It is great when the strongest, longest lasting equipment is also the lowest in emissions," says Grover.



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Pacific Landscape Management continues to implement a vision for a more sustainable future through its constant pursuit of innovation and best practices, by reducing its environmental footprint while also maintaining its reputation for providing outstanding services in the Portland area.

For more information visit [www.pacscape.com](http://www.pacscape.com) or to view details about the low-exhaust-emission equipment from STIHL visit [www.stihlusa.com](http://www.stihlusa.com).

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