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Applying Cleaner Production Concepts at a Casting Company

Marcelo Carlotto Nehme^a, Carina Quissini^a, Júlio Slovinski^c

a. Universidade de Caxias do Sul, Caxias do Sul, nehme@verbonet.com.br
b. Universidade de Caxias do Sul, Caxias do Sul, carina.quissini@metalcorte.com
c. Universidade de Caxias do Sul, Caxias do Sul, julio.slovinski@metalcorte.com

Abstract

This article aims to identify a sustainability model to a Casting company located at Rio Grande do Sul, Brazil. Such conceptual model should be obtained by considering a pro-asset approach of company's managers focusing on maintain it competitive in the market. After applying cleaner production practices, preliminary results show the existence of a potential in reducing company's generated wastes reduction and minimizing its inputs demand, as well as an increase on the company's image for consumers and on its competitiveness for markets.

Key words: Casting company, Cleaner production, Participative sustainability model
