



BE WISE with Water

BBB Industries, LLC

BBB
INDUSTRIES®

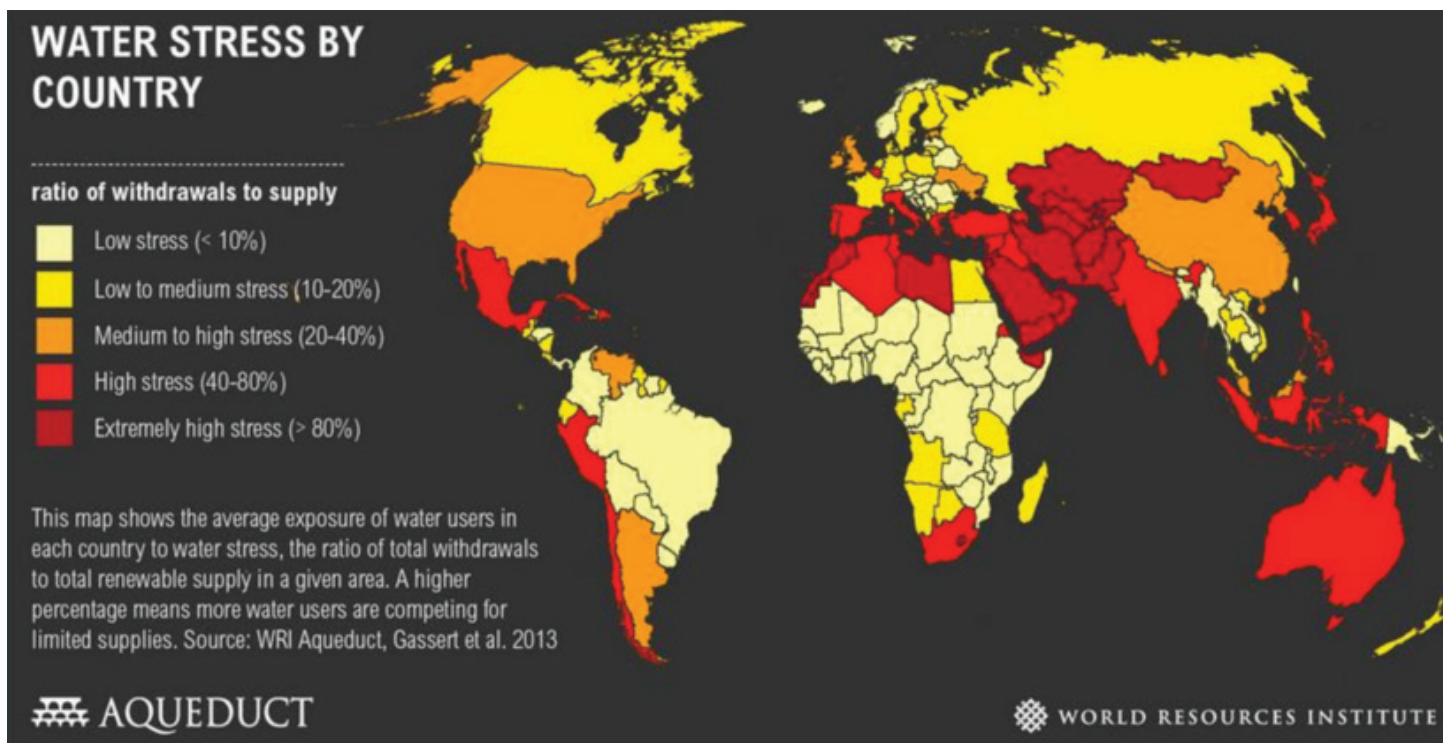
Be Wise with Water

When BBB Industries, and its TERREPOWER division, conducted its inaugural “Sustainability at Home Contest” in 2022, the company hoped it would inspire its team to involve their families in sustainably-focused activities in their homes. Now, two, years later it was an employee’s participation in the contest that had a resounding impact on the company.



Upon completing his day as an Environmental, Health, and Safety Manager at one of BBB’s Reynosa locations, Tirzo begins his second and most important job, as a Father. He begins his home activities which include working with his son to reuse the rainwater collected from their roof during the day in a large water canister. Over the week, they will use the water to wash their car, water plants, or for other cleaning purposes. This is important to Tirzo and his son because they live in the water-stressed region of Reynosa, Mexico. By finding an alternative to municipal water, they follow their simple motto “Because every drop of water matters, be wise with water.”

“Water stress” is described as a situation where either the water demand is greater than the amount of water available or the water available is of poor quality. Unfortunately, according to the World Resource Institute, Mexico has a status of High-Water Stress. This is why Tirzo and his son are so focused on water conservation. They have taken a sustainable mindset to ensure that they can meet the needs of their own home without compromising the needs of their future.



Be Wise with Water

As BBB continues to implement more sustainable practices into the already sustainable business model of producing automotive parts in the circular economy, the idea of Tirzo's water conservation efforts brought to light the project of water conservation at work. Every year the process to fix worn and broken parts at BBB's facilities uses a tremendous amount of water. Water is needed to clean the "core" that comes into the facility, to wash the floors around the production areas, and to clean finished goods before they are shipped to customers across the globe. Water is essential to our business. BBB realized it should take responsibility for water use. The only question was how?



The Reynosa team started with these simple baseline questions; "How much water is the facility consuming and disposing?" and "What happened to that water after it was used?" Upon understanding the size of the project, it was time to investigate Tirzo's idea of water reclamation and reutilization. The questions now became; "Is there a possibility to treat used water on-site instead of shipping it to waste collectors in Monterrey, Mexico?" and "How much would it cost the organization to take responsibility for the wastewater?"

Months later, after a series of tests and multiple troubleshooting discussions by the team in Reynosa, the case of an on-site wastewater treatment plant was presented to the company's senior leadership team. The Team in Reynosa made it clear that this project was much more than a simple operational improvement. This project represented a major value that the organization holds, business success can intersect with environmental improvements. Upon approval of the project, the on-site engineering team immediately got to work.

The goal of the project was to establish an on-site water treatment plant that would eliminate the need to ship millions of gallons away from the facility but also open the opportunity to reuse the water from the core washer machines. Though this was something that the company had not attempted before, the task was met with excitement, focus, and attention to detail.

Be Wise with Water

Starting this month at the three major BBB production sites in Mexico, wastewater will no longer be hauled away by large tanker trucks to be disposed. Instead, the water will be collected and treated onsite to be returned to a usable state. This project will decrease thousands of transportation miles of wastewater and save the Reynosa community millions of gallons of water each year.

“Because every drop of water matters, be wise with water.”



About

BBB Industries, LLC is a leading sustainable manufacturer serving the automotive, industrial, and renewable energy markets. With an extensive footprint and operations throughout North America, BBB entered the European market in 2020 and now sustainably manufactures and supplies an assortment of nondiscretionary repair parts across more than 90 countries. TERREPOWER is a division of BBB that services the electric vehicle, energy storage and solar markets across both North America and Europe. Founded in 1987, BBB Industries, LLC is a private company with corporate centers located in greater Mobile, Alabama and Dallas, Texas. Please see www.bbbind.com for more information.

References

1. Reig, A. (2013, December 12). Water stress by country. data - water-stress-country. <https://www.wri.org/data/water-stress-country>