



## Customer Spotlight



Jack Daniel's is the best-selling whiskey in the world and is the crown jewel of Brown-Forman's brand portfolio. Made using the finest grains and pure, iron-free water from their cave spring, Jack Daniel's is a unique whiskey that is slowly mellowed drop by drop through 10 feet of sugar maple charcoal and matured in new American oak to achieve its smooth character.

Jeff Skillern, Safety Manager for Jack Daniel's, sat down with us to discuss Jack Daniel's approach to environmental health and safety, as well as the role that SiteHawk plays in his company.

**Q: Please share a little bit about Jack Daniel Distillery and some of the business objectives or needs that led you to look for a MSDS management and chemical data management solution.**

A: The Jack Daniel Distillery is the oldest registered distillery in the United States and a National Historic Site. Last year, we sold more than 10 million cases of whiskey across the family of brands.

While Jack Daniel's largely uses only natural ingredients in its production process, the scope of Jack Daniel's chemical data environment spans nearly 1,000 MSDS documents across the company for chemicals mainly used for maintenance and janitorial purposes. Within the company, there are about a dozen regular, active users of the system among the safety, environmental and quality teams and it's also available to the total employee population on demand, which totals almost 400 workers.

The SiteHawk MSDS Management system is deployed throughout the Jack Daniel's organization including the environmental group, quality teams, safety managers, production units, and even outside contractors. Therefore, the system is utilized in a variety of ways. The environmental and safety teams use it for the chemical management functions including chemical inventories, as well as complying with regulatory reporting requirements. The chemists utilize the system for chemical labeling and the entire employee workforce has access to and is trained on hazard communication procedures via the SiteHawk solution.

**Q: What is the impact of not having a solution to manage your chemical data?**

A: Well, I can tell you from experience. One of my first jobs in a chemical facility was to perform an annual inventory of all of the chemicals in the facility. It was paper and more paper and quite an exercise to put the chemical binders together. Without an electronic solution, you're looking at a lot of manhours of contacting vendors, acquiring MSDS documents, assembling binders, updating them, making copies, and distributing data to employees, management, and customers. The initial set up for a company like ours is probably a team of 3-4 individuals and more than a hundred hours to perform this work.

**Q: Why do you choose to work with SiteHawk?**

A: Simply put, I've seen a number of other vendors and haven't found a better product. Their service is excellent - one phone call, one email and they are on top of any request that we've ever had. All in all, they are just a professional organization. Furthermore, I'm very impressed by the way that SiteHawk has tailored the solution to fit Jack Daniel's business and safety needs.

Additionally, the SiteHawk team is always willing to train and educate our own staff members as well as participate in industry training events. In fact, the SiteHawk team recently shared their expertise at the Distillery Safety Directors Association conference. Everyone was so interested in the process and commented that SiteHawk offered a lot that they didn't see anywhere else.

**Q: In what key ways do you use the solution the most and what would you say are the top three benefits of working with SiteHawk?**

A: Of course we use SiteHawk for MSDS management. I chair a hazard communication committee that includes our purchasing people, chemists, microbiologists, and fire protection team. All MSDSs go through that committee before we allow a new product on site. What SiteHawk has done for us is given us product information at our fingertips and all of the backups to easily track, manage, and disseminate chemical information.

The biggest benefit for us is managing chemical inventories. As I mentioned before, although Jack Daniel's is an all-natural product with no chemicals in the whiskey, manually performing chemical inventories for our maintenance stores easily consumes an entire week of work for an employee. With SiteHawk, I'm able to generate an inventory report by chemical area and then send the report electronically to the appropriate departments for confirmation. Additionally, I'm able to generate my annual chemical inventory list for OSHA straight out of the system.

Another key use for us is the labeling system. Our chemists and quality personnel are able to easily document and print labels throughout the facility. Finally, the SiteHawk MSDS management system is easy to use. Document control, inventory reporting, regulatory reporting, data publishing, labeling, etc. are all clear and intuitive for all of our workers.

**Q: How does the solution enable you to comply with regulatory requirements?**

A: The environmental team and I generate regulatory reports for chemical inventory purposes, Tier I reporting, and Department of Homeland Security chemicals of interest compliance reporting. Best of all, SiteHawk serves as an "insurance policy" when it comes to regulatory compliance. It gives the regulatory agencies comfort that we have a documented, up-to-date program and demonstrates that we're on top of our environmental and regulatory responsibilities.

**Q: At what point did the solution pay for itself, and at this point, what is the estimated return on your initial investment?**

A: From a return on investment perspective, I know that preventing even one fine allows the system to pay for itself, which is what our corporate program and the SiteHawk solution have allowed us to do. We haven't incurred any hazard communication compliance fines which is one of the most cited OSHA standards.

**Q: Ultimately, how does SiteHawk allow you to improve your organization's MSDS and Chemical Data Management?**

A: We think that we've got a high-quality safety program and are one of the leaders in the industry for safety and fire protection. Ultimately, running a top safety program is what I'm looking for and not getting caught behind the eight ball.

We feel that SiteHawk shares those same traits and instills confidence in the executive safety committee as well as the entire facility workforce. Given the number of safety considerations for our company including personnel protection, property value, and insurance premiums, we know that the chemical data management program with SiteHawk is one less thing that we have to worry about.

While SiteHawk maintains a large database of MSDSs from thousands of manufacturers, if there is ever a question regarding a document or if a new MSDS needs to be acquired, the SiteHawk team works with the manufacturers on our behalf to ensure that we stay compliant.

**Q: How do you plan to expand your use of SiteHawk services in the future, and what additional results do you expect?**

A: We expect SiteHawk to keep us informed of what's out there, what the regulations bring, and any new compliance initiatives for global MSDS management. Furthermore, I see a bright future with SiteHawk and we envision rolling out the SiteHawk solution to the remaining brands within the Brown-Forman family over the next several years.