

TENNESSEE GREEN STAR PARTNERSHIP MEMBER HIGHLIGHT



TRU White Pine - White Pine, TN



By: Caleb Powell

TRU White Pine is located in White Pine, TN. The off-site home building facility produces manufactured and modular homes ranging from 765 sq. ft. to 2001 sq. ft. TRU is a brand of Clayton, producing housing options that are marketed to a variety of customers, including first-time home buyers. Clayton is one of the largest home building companies in the country and is headquartered in Maryville, TN. In addition to the headquarters, there are 8 separate home building facilities in Tennessee. Clayton is a Berkshire Hathaway Inc. subsidiary that is dedicated to innovation and providing attainable, quality-built homes across America. The TRU facilities deliver their homes to 31 different states and are federally regulated by the U.S. Department of Housing and Urban Development (HUD).

Jim Clayton founded Clayton Homes in 1956 at the first store location in Knoxville and grew it into one of the country's largest builders and sellers of manufactured housing. The company continues to lead the nation's housing industry by providing a pathway to affordable home ownership, implementing sustainable practices and giving back to the community. Clayton opened the White Pine facility in 1995. In 2012 they were branded as TRU with a mission to create affordable, entry-level homes. TRU White Pine has built over 25,000 homes since 2012 and that location is one of six other TRU facilities across America. The TRU White Pine facility is the largest producer of manufactured homes in the Clayton company. By limiting the number of floor plans and options offered by TRU, the facilities can expedite the efficient building process and tremendously lower the waste created during construction.

With over 300 team members, the TRU White Pine home building facility is one of the largest employers in White Pine and is committed to nurturing a relationship with the community in which its employees live and work. This is done through volunteer work, sponsorships, or simply providing a work setting that promotes a cleaner, healthier and safer environment. The facility is a part of the Jefferson County Chamber of Commerce, where they are active partners on a range of community projects with other local businesses. TRU White Pine helps out with several volunteer opportunities such as Habitat for Humanity and numerous local food drives. Every year the facility takes part in sponsoring the White Pine Fire Department's Smoke Detector Giveaway.

FEATURED THIS MONTH:

- Established in 1995
- Employs more than 300
- Member since 2020

INTERESTING FACTS

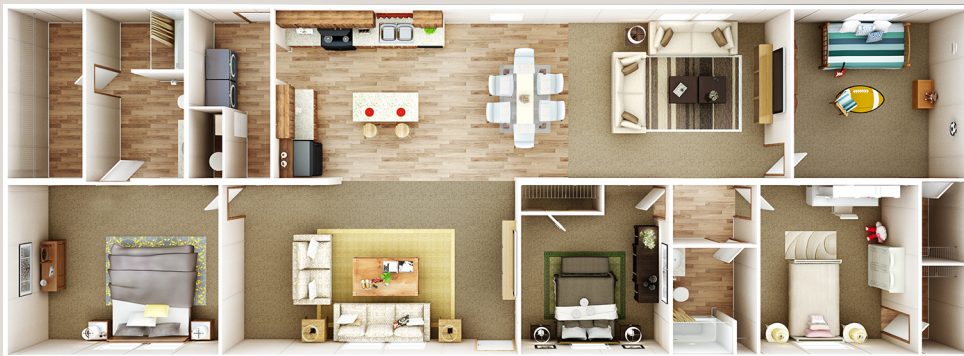
- The newest Green Star Partner.
- The White Pine facility builds 100 manufactured home floors per week.



All 41 of the Clayton home building facilities have achieved ISO 14001 certification for green building practices. The different Clayton facilities now share lessons learned and best sustainability practices from each specific location. The TRU White Pine location has been tirelessly working to improve their efficiency and become better environmental stewards over the last five years. They have made significant strides in improving their fugitive dust emissions and reducing dust inside of the facility by 96%. In just the past five years, TRU White Pine has increased their recycling from 40 pounds of waste per floor produced to around 500 pounds per floor produced today. Many energy efficiency upgrades have been made to the facility as well. LED and motion sensor lights have been installed in the office. In the home building facility, LED lights have replaced older, inefficient lights. The process of constructing an off-site built home uses a very minimal amount of water, but the White Pine facility goes above and beyond by using waterless urinals throughout the facility, motion sensor sinks and water-saving toilets. The positive effect on team member morale that the environmental improvements have made is also a proud accomplishment.

As soon as you walk into the TRU White Pine facility, it is evident that the employees enjoy what they do and that the management cares about those employees. This location has done a tremendous job and leads by example as the newest Clayton-branded home building facility to join TGSP.

The [Tennessee Materials Marketplace](#) is a collaboration between industries, facilitated by an interactive online materials exchange, to recycle, re-purpose, and return material discards back to Tennessee's economy. TRU White Pine learned of the marketplace initiative through its membership in the Tennessee Green Star Partnership.



TRU is committed to continually looking for ways to achieve environmental sustainability with the focus being the improvement of the environment and for our Team Members.

-Walt Gilbert, TRU White Pine ISO Coordinator

The [Tennessee Green Star Partnership](#) is a voluntary environmental leadership program designed to recognize industries in the state that are committed to sustainable practices. If you are interested in joining TRU White Pine and other sustainable industries in Tennessee by becoming a member, please contact us.