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## George Kochanowski of Staxxon: Five Strategies Our Company Is Using To Tackle Climate Change & Become More Sustainable

An Interview With Penny Bauder



It starts with the little things at home — recycle, filter your water instead of buying plastic bottles, ride your bike or walk wherever you can. Donate to environmental causes you believe in. Buy from companies who share your vision of sustainability. If home improvement options (HVAC, appliances, solar) or driving an EV are in the cards, don't put it off.

**A**s part of my series [about how companies are becoming more sustainable](#), I

had the pleasure of interviewing George Kochanowski.

*George Kochanowski is the CEO / CTO of Staxxon, LLC. Holding Senior and Chief Executive Positions since 1991, both with privately held and publicly owned companies. As an executive, George led multiple M&A efforts, successfully integrated operating teams, expanded operations beyond USA borders into Mexico, Brazil, and China and increased profitability. George Kochanowski received his Bachelor of Chemical Engineering Degree in 1976 from the Polytechnic Institute of New York University and received his Graduate studies in Business and Engineering Management at Northwestern University.*

**Thank you so much for doing this with us! Can you tell us a story about what brought you to this specific career path?**

**I**love problem-solving and the creative/building aspect of startups. Staxxon is my second entrepreneurial venture. I had an “aha” moment 10 years ago after seeing thousands of containers stacked at ports while driving on I-95. I decided to try and invent something that didn't exist, a vertically folding shipping container. We saw the need for “greener” space-saving containers before others. Now the industry is coming around to our vision, so it feels like the hard work is paying off.

**What is the mission of your company? What problems are you aiming to solve?**

Our aim is to take out costs and supply chain inefficiencies that occur from repositioning empty containers. Staxxon's mission is to help our customers ship more efficiently and sustainably and to drive technology that makes shipping greener. Ultimately, we want folding shipping containers to be the new industry standard.

**Can you tell our readers about the initiatives that you or your company are taking to address climate change or sustainability? Can you give an example for each?**

When our containers are folded and bundled together five in one, we help in three ways: 1) Taking trucks off the road, 2) Making ports less congested, and 3) Allowing ships to be loaded (and unloaded) faster so they spend less fuel traveling to their destination. CO2 emission reductions are quantifiable, and we think we're contributing positively to address climate change.

**How would you articulate how a business can become more profitable by being more sustainable and more environmentally conscious? Can you share a story or example?**

I think we've reached a tipping point where customers everywhere are clamoring for more sustainable and environmentally friendly products. It's not just shipping. When you can provide more cost savings and better efficiency and offer something that's also more sustainable, you've got a homerun business.

**The youth led climate strikes of September 2019 showed an impressive degree of activism and initiative by young people on behalf of climate change. This was great, and there is still plenty that needs to be done. In your opinion what are 5 things parents should do to inspire the next generation to become engaged in sustainability and the environmental movement? Please give a story or an example for each.**

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**What are your “5 Things I Wish Someone Told Me Before I Started” and why?**

1. Stay lean for as long as you can.
2. Don't waste time with people who don't share your vision.
3. Have mentors.
4. Take every meeting, you never know where they lead.
5. Leave your work at the office and enjoy your family.

**None of us are able to achieve success without some help along the way. Is there a particular person who you are grateful towards who helped get you to where you are? Can you share a story about that?**

Too many to mention, but Jack Welsh and Walt Robb at GE were people I respected and learned from.

**You are a person of great influence and doing some great things for the world! If you could inspire a movement that would bring the greatest amount of good to the greatest amount of people, what would that be? You never know what your idea can trigger. :-)**

There are so many amazing people working on clean water initiatives and farming to solve world hunger, etc. In my own little shipping world, to adopt Staxxon containers to transform global supply chains. We really have an opportunity to prevent future shipping crises from occurring!

**Do you have a favorite life lesson quote? Can you tell us how that was relevant to you in your own life?**

Since we're on the topic of shipping, I've always liked this one by Greer Garson — “When you can't wait for your ship to come in, you've got to row out to it.”

**What is the best way for people to follow you on social media?**

Twitter: @staxxon

Facebook: @staxxon

LinkedIn: <https://www.linkedin.com/company/staxxon/>

**This was so inspiring. Thank you so much for joining us!**