



# ENERGY EFFICIENCY FOR BUSINESS



Energy Efficient



Sound Investment



Enhanced Comfort



## ADDING VALUE TO YOUR ELECTRIC SERVICE



Your Touchstone Energy Cooperative

# ENERGY SAVINGS FOR YOUR BUSINESS

Investing in energy efficiency is smart and very rewarding. Financial incentives are available for a variety of efficient electric equipment, and tax incentives and financing are often available. The rate of return on your energy efficiency investments also delivers through lower monthly energy costs.

### IMAGINE YOUR SAVINGS POTENTIAL

You can't see energy, so it can be difficult to visualize the potential savings lying undiscovered in your facility. However, you can see and easily understand those utility bills you receive each month. Visualize your energy bill being lower by 25 to 30 percent, or even more. Visualize your potential energy savings as an appreciable pile of cash that could go to your bottom line.

Managing energy use makes good business sense. Your facility's energy use for lighting, heating, cooling, office equipment and other systems can be identified, measured and analyzed. The result is a new and interesting look at your facility – where simple identification and measurement techniques provide the first steps toward eliminating waste and saving money.

**NO**

Research shows energy-efficient buildings have higher occupancy rates and consumers and employees report a desire to affiliate with environmentally responsible organizations.\*

**VACANCY**

\*Source: ENERGY STAR

When you invest in energy efficiency, the benefits go far beyond saving energy and money, and protecting the environment.

Enhanced comfort and improved lighting conditions may contribute to improvements in staff productivity.

Efficient technologies can significantly decrease your operations and maintenance requirements, saving not only money but also time.

Building upgrades will improve your facility's appearance, present your products or services in a comfortable, well-lit environment, and help your customers enjoy their visit.

Efficient business properties have higher market values than those with higher operating costs.

Your contribution to environmental protection very positively differentiates your business from your competitors.

Contact your cooperative for the complete list of incentive programs and qualifications. All programs subject to change at any time, without prior notice.

**82%** of small businesses are going green by recycling more.\*

Other popular ways to go green are:



72% reduce waste



61% buy energy-efficient products



60% buy recycled products



43% seek out non-toxic products



39% reduce water use

\*Office Depot Small Business Index

FOR MORE INFORMATION VISIT

ENERGY STAR®  
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# HEATING, COOLING & VENTILATION



Proper heating, ventilating, and air conditioning (known in the trade as HVAC) are key to maintaining a comfortable, healthy and productive work environment. Collectively, these systems account for more than 40 percent of the electricity used in commercial buildings.

## DID YOU KNOW?

Just like your automobile, your facility's heating and cooling systems need maintenance to operate efficiently and help ensure reliability and long life.

## HEATING AND COOLING EQUIPMENT

Improved heating and cooling performance along with substantial energy savings can be achieved by implementing energy efficiency measures.

Heating and cooling systems have advanced significantly in design and efficiency. For example, today's air conditioners use 30 to 50 percent less energy to produce the same amount of cooling as air conditioners made in the mid-1970s.



Engage your cooperative during the early planning stages for energy efficient upgrades to your business. We can help you complete the necessary forms to ensure you meet efficiency requirements as well as estimate the financial return on your investment.

## SELECTING THE RIGHT TECHNOLOGY FOR YOUR BUILDING AND YOUR BUDGET

Geothermal heating and cooling is recognized as the most energy-efficient technology available and is the best choice for most new construction and major building remodels. While they may be more costly to install initially, they can produce markedly lower energy bills – 30 to 40 percent lower, according to estimates from the U.S. Environmental Protection Agency.

Air-source heat pumps provide efficient cooling and can assist in heating requirements in the spring and fall.

Chillers are the choice for many applications, depending on the building requirements and/or restrictions.

Central air conditioner systems may handle the requirements for cooling both small and large spaces.

## HEAT RECOVERY VENTILATORS

Heat recovery ventilation systems improve the efficiency of your heating and cooling systems and improve indoor air quality. Heat is transferred from stale indoor exhaust air to the incoming fresh supply air, reducing the required cooling capacity and operation of the main air conditioning system. In recovering this exhaust heat, healthy indoor air can be maintained at a fraction of the costs of operating a typical ventilation, heating and cooling system.

## LIGHTING

Lighting is a critical component of every business. Employees must be able to see to perform their jobs, and objects and spaces must be aesthetically pleasing to customers.

Depending on the type of business you operate, lighting accounts for 20 to 50 percent of electricity consumption. Significant cost savings can be achieved with energy efficiency improvements; and due to continually improving equipment, lighting usually provides the highest return-on-investment of major upgrades.

## VARIABLE SPEED DRIVES

Variable speed drive describes equipment used to control the speed of machinery. In commercial buildings, variable speed drives can be used to increase efficiency of HVAC fans and pumping equipment. Many industrial processes, such as assembly lines that must operate at different speeds for different products, can also benefit from the addition of variable speed drives to their operation. Compared with other techniques for flow control, varying the speed of the drive can save significant energy and money.

## REFRIGERATION

(Commercial Refrigerators and Freezers)

Compared to standard models, ENERGY STAR labeled commercial refrigerators and freezers can lead to energy savings of as much as 35 percent with a 1.3 year payback.

## FINANCIAL INCENTIVES

Your cooperative supports your interest and efforts in using electricity wisely. Financial incentives are available for specific equipment through prescriptive incentives in a wide range of categories.

Members who implement initiatives that reduce electrical usage can be rewarded for the energy savings from equipment or measures that are not included as part of a prescriptive incentive program. Examples include control systems, process line improvements, and production-specific equipment.

The incentives from your cooperative can benefit the bottom line when determining the rate of return, payback and cash flow for efficiency projects. Tax credits, loan programs, and other local incentives may also be available to leverage your investment.

Your cooperative is also a resource for assistance locating professionals to evaluate current equipment and building energy use as well as identify potential efficiency measures and practices.

According to the U.S. Energy Information Administration (EIA)\*, despite a 14 percent increase in total commercial buildings and a 22 percent increase in total floorspace since 2003, energy use in the estimated 5.6 million U.S. commercial buildings was up just 7 percent during the same period. Slower growth in commercial building energy demand since 2003 is explained in part by newer construction that is built to higher efficiency standards and occupied by less energy intensive building activities.

\*2012 Commercial Buildings Energy Consumption Survey: Energy Usage Summary (March 18, 2016)