

# ENERGY WISE

for your Business



Lighting accounts for more than 40 % of commercial sector electricity consumption in the United States. Designing and implementing an efficient lighting system in your business will help you achieve tremendous savings. Get started now and improve your bottom line – today!

East Central Energy can give you the advice you need to get started. The result will be recommendations for cost effective solutions that will save you money and improve your lighting system.



Your Touchstone Energy® Cooperative 

## COMMERCIAL LIGHTING

### Value for Your Business

- Lighting system paybacks often range from one to four years. Some projects can achieve payback in under one year depending on circumstances. With return on investment (ROI) ranging from 5-25%\*
- Improve safety and reduce energy usage
- Increase system control with energy-saving occupancy sensors
- Improve employee productivity and sales by enhancing lighting quality in work stations and retail areas
- Reduce cooling loads – less waste heat is given off by new technology lamps and ballasts

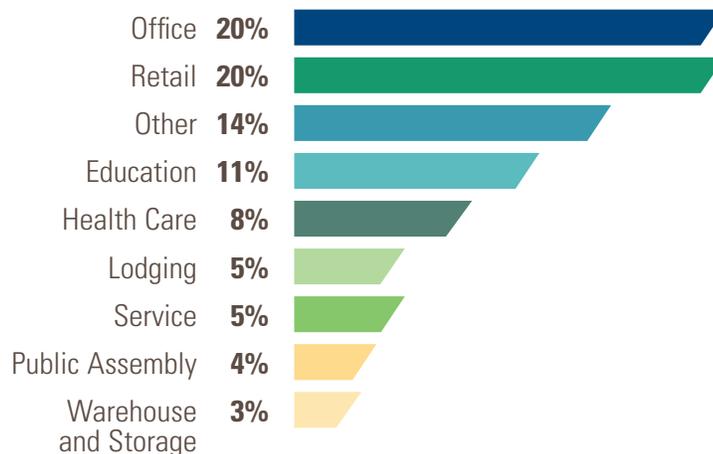
### Who can participate?

- Any commercial, agricultural or industrial member can apply. Offices, retail and warehouses are the largest contributors to commercial lighting energy use\*\*

### What you'll receive

Rebates are available to qualifying members who purchase and install energy-efficient lighting products in existing buildings. Illuminating Engineering Society (IES) light levels are recommended.

## LIGHTING ENERGY USE BY BUILDING TYPE



\* Payback and ROI vary by project

\*\* Sources: American Council for Energy-Efficient Economy, Department of Energy 2002

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# Good investments are hard to find – focus on lighting and improve your bottom line

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## What you need to do

- Check with ECE to verify funding availability and program parameters
- Installation must be complete before funds will be issued
- Itemized invoices from equipment vendors must accompany rebate application
- Invoices must itemize labor charges, quantity and price of the equipment installed
- Invoices must include manufacturer and model numbers for the installed equipment
- ECE reserves the right to conduct inspections
- The maximum rebate amount is limited to 50% of the project costs, up to a maximum dollar amount defined by the cooperative.

## CONTACT US

For any questions, please call your energy expert at 1.800.254.7944 for more information and assistance in getting these rebates and incentives to help improve your bottom line – today!



*Kennedy Community School in St. Joseph, Minnesota used energy efficient lighting in their gymnasium as well as throughout the school to demonstrate energy efficiency and save money on their electric bill.*

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## LIGHTING REBATE ALLOWS MACY'S TO GET MORE LIGHT FOR LESS MONEY

What do window shopping and the first in-store Santa have in common with replacing light bulbs? They are all things Macy's has done to enhance shopper experience.

Macy's Burnsville replaced more than 3,000 60-watt lamps with 25-watt lamps, a change staff hopes will impress costumers as much as it has impressed them. "Although the new lamps use less energy, we actually get twice as much light," said Doug Nelson, regional facilities manager of Macy's North. "It's an incredible difference."

With lighting accounting for nearly 50 percent of the electric bill, Macy's Burnsville also expects to be impressed by reduced energy use from the new lamps, which will save an estimated 337,000 kilowatt hours annually. Additionally, the new lamps will reduce maintenance

needs and produce less heat, reducing summer cooling load. "The lights have a 2 1/2 year life expectancy," said Nelson. "The staff has already noticed they are spending less time changing out lamps."

Even with all of the benefits, a retrofit would not have been possible without a nearly \$50,000 rebate from [our electric cooperative]. "The rebate made it possible," said Larry Kunz, operating vice president, facilities maintenance for Macy's North. "Because the initial purchase price of the lamps is more [than the old lamps], the rebate makes it financially sensible. We have either replaced or are planning to replace lamps in every store location where a similar rebate program is available."

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