

EE, an Investment Not an Expense

A Capitalist Approach to Energy
Efficiency

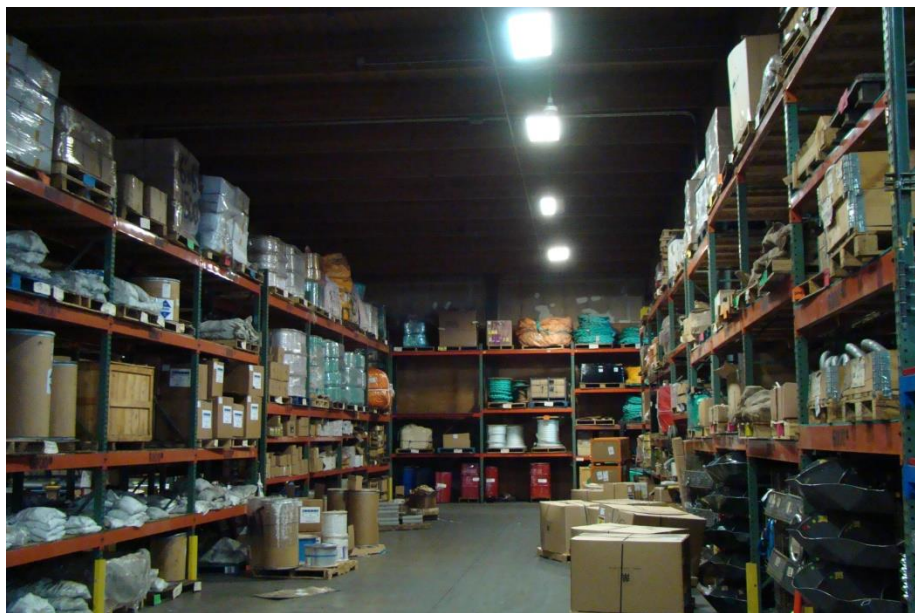
Eric McCallum, Arctic Wire Rope



Which lights use half the energy?

Arctic Wire Rope & Supply

T5s 240W-----LEDs 120W



Start with Lighting

- Asking the wrong question
- Return--Cost of Capital—Risk
- I have to have a 5 yr payback?
- 7 yr payback is 10% ROI... year after year
- 23,000 watts to 12,000 watts to 6,000 watts
- Continuous better quality and life

Systems Approach

- Understanding your electric bill
- 20KW demand load is critical-45% of bill
- .206 cents/KW vs .148 --28% drop
- \$13,400 investment- 4.5 yr payback-18% ROI
- Electric costs to increase as more EE occurs