

# IRON OUT ENERGY COSTS

BOOST PROFITS AND SUSTAINABILITY WITH ENERGY EFFICIENCY

## ENERGY TRUST CAN HELP WITH SOLUTIONS TO:

- Reduce operating costs
- Increase employee comfort
- Enhance light and air quality
- Help cool global warming and contribute to a more sustainable future
- Generate clean, renewable energy

Dry cleaners operate on slim profit margins that are easily eroded by mounting overhead expenses. Costs for energy, supplies and water are on the rise. Safety and environmental requirements further cut into your bottom line. At the same time, customers increasingly seek to patronize environmentally responsible businesses.

Being more energy efficient is one way to control your overhead costs and demonstrate your concern for the environment at the same time. Your lighting, HVAC, water heating and steam systems offer cost-effective opportunities to trim energy waste. In addition to reducing operating costs, these investments can make your business brighter and more comfortable for customers and employees.

Energy Trust of Oregon offers innovative solutions and cash incentives to help dry cleaners invest in energy-efficient equipment and reduce their carbon footprint. We can help give your energy costs a tumble and your profits a lift.

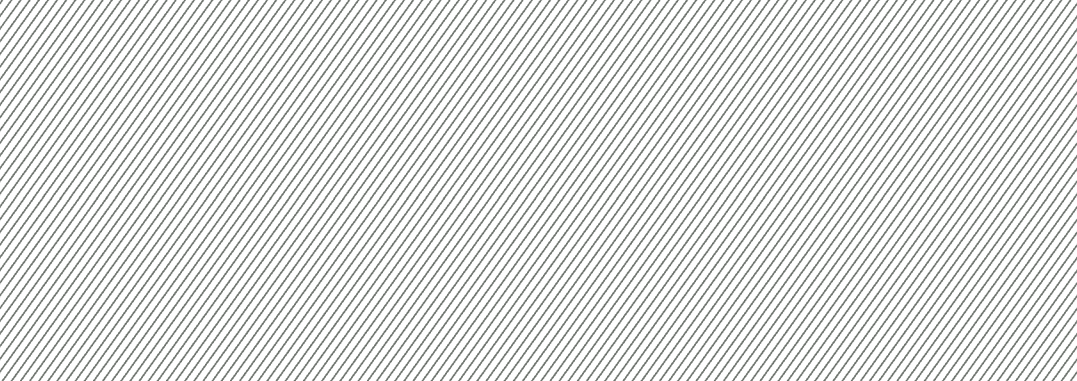
## Earn cash incentives

Energy Trust pays cash incentives for qualifying energy-efficiency features, such as:

- Premium air conditioners, boiler upgrades, steam traps, natural gas unit heaters and heat pumps
- Energy-efficient water heaters and commercial washing machines
- Lighting and lighting controls
- Insulation
- Solar electric and solar water heating

Projects must meet energy savings requirements and other specifications. Most projects must be pre-approved. The maximum incentive per site is \$500,000 per year. Your project may also qualify for an Oregon Business Energy Tax Credit.

Energy Trust also offers custom incentives for a wide variety of projects, including energy management systems, energy-efficient compressors and heat recovery systems.



**Get a comprehensive energy assessment**

Energy Trust pays for comprehensive energy assessments that identify energy-efficiency opportunities and analyze their energy impact and cost-effectiveness. Once you have a better understanding of your energy usage, Energy Trust can help you get started with cash incentives for upgrades to lighting, lighting controls, HVAC and more.

**Design a new, high-performance plant**

If you're planning a new dry cleaning plant, or a major renovation, turn to Energy Trust. We can help you design a high-performance facility that has lower operating costs, greater comfort and meets LEED® and ENERGY STAR® requirements. In addition to cash incentives for energy efficiency, we offer up to \$25,000 for technical assistance and \$40,000 for commissioning.

**Reach to the sun**

Tap into clean, renewable energy with a solar water heating or solar electric system. Investing in solar lowers your energy costs further, while demonstrating your commitment to curb global warming. A solar water heating system can significantly reduce energy costs for large water users, such as laundry facilities. Energy Trust's cash incentives, combined with federal and state tax credits, can help you recover as much as 85 percent of your investment. Your upfront costs may be paid back in less than five years.

**GET STARTED NOW**

To learn more about how we can help your business, contact Energy Trust at 1.866.368.7878 or visit [www.energytrust.org/drycleaners](http://www.energytrust.org/drycleaners).

**ENERGY SAVINGS  
IMPORTANT FOR BUSINESS**

According to the business statistics firm BizStats, the average utility cost for a dry cleaning plant is 5.8 percent of its total income. For coin-ops, which many plants also operate, utilities account for 18.6 percent of total income.

More than 75 percent of dry cleaners rate energy efficiency as “very important” to their bottom line. Another 20 percent rate it as “somewhat important.” When asked, more than one-half of dry cleaners report they are “using equipment that conserves energy.”  
— American Drycleaner