



Energy Incentives from We Energies

October 2007



S U C C E S S S T O R Y

Customer: Guhring, Inc.

Project 1: Replaced Six Rooftop Units

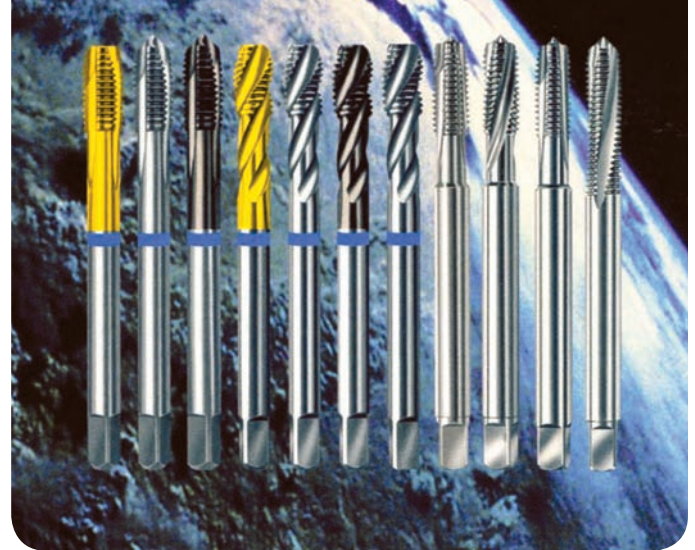
Demand Savings: 27.4 KW
Energy Savings: 15,798 kWh/year
Cost Savings: \$1,706/year
Project Cost: \$48,589
Incentive Paid: \$7,152
Source of Lead: Ener-Save Services

Project 2: Installed Variable Speed Drive Air Compressor

Demand Savings: 6.55 KW
Energy Savings: 69,240 kWh/year
Cost Savings: \$5,130/year
Project Cost: \$20,175
Incentive Paid: \$3,500
Source of Lead: Zorn-Cochrane Compressor & Equipment

Project 3: Lighting Upgrades

Demand Savings: 13.55 KW
Energy Savings: 62,766 kWh/year
Cost Savings: \$6,778/year
Project Cost: \$44,049
Incentive Paid: \$3,391
Source of Lead: Pieper Electric



Why is this a success story?

The three measures described above were part of a comprehensive project that Guhring Inc. commissioned, following the acquisition of a factory in a Brookfield, Wis., industrial park.

Bids were requested for lighting equipment replacements from trade allies. Initially, Guhring believed they could only afford standard performing equipment and not the more efficient options. That, however, was before they learned of the Energy Incentives from We Energies program.

After meeting with a program representative, Guhring not only realized they could affordably install high efficiency lighting, but they also could make additional energy saving improvements, too.

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Overall, Guhring received incentives totalling \$14,043 to offset their \$112,813 investment. As a result, the company will see an annual energy savings of 147,804 kWh, or \$13,614. Upon learning of these benefits from the We Energies program, Joel Gerke of Guhring said, "I like this program more each time we complete a project."

For More Information:

888-603-5519

www.we-energies.com/EE