



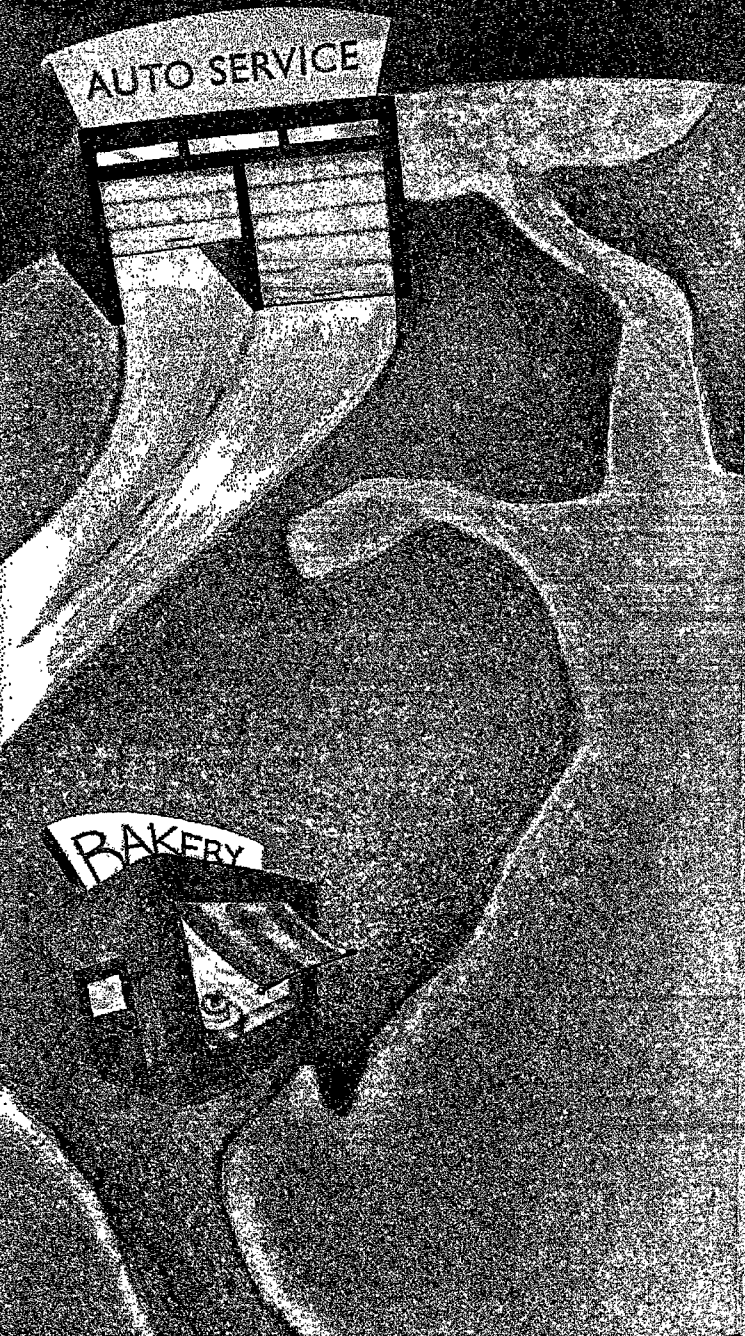
United States
Environmental Protection
Agency

Air and Radiation
(6202d)

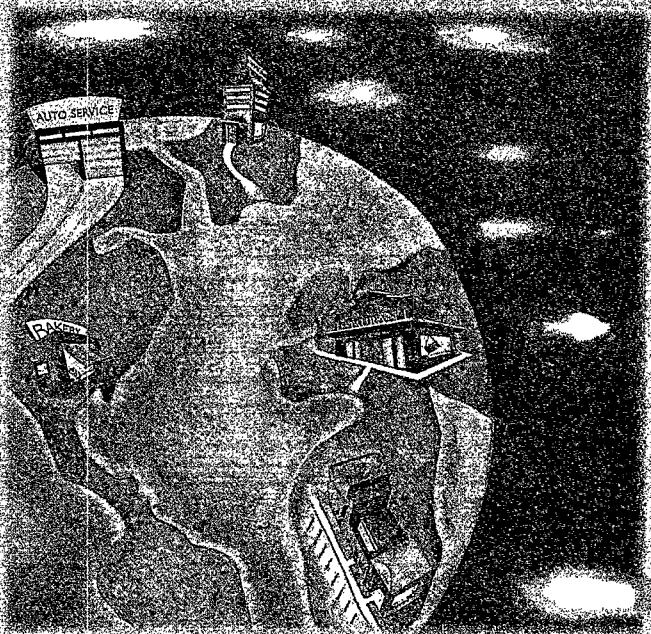
430-K-96-002
July, 1997
<http://www.epa.gov>

1-888-STAR YES

<http://www.epa.gov/smallbiz>

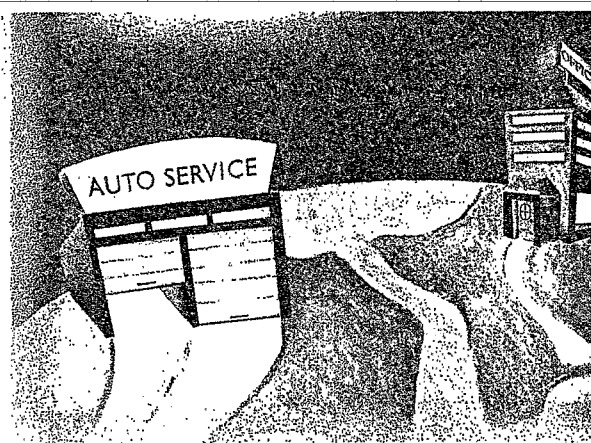


SMALL BUSINESS? SAVE MONEY!



DO YOUR BUSINESS A WORLD OF GOOD
AND DO THE EARTH A FAVOR TOO!





EVERY TIME A LIGHT, a computer, or a motor is turned on, a power plant consumes fuel to generate electricity. When fossil fuels are burned to produce electricity, pollutants are released into the atmosphere, affecting climate change and increasing smog and acid rain. If you lower your demand for energy, your business helps reduce the amount of energy generated—and that means less pollution.

The easiest way to cut your energy use — and **save money** — is to join EPA's ENERGY STAR® Small Business program.

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Based on EPA's track record of helping companies cut energy costs since 1990, a small business with average energy costs, operating hours and energy demand can expect to cut energy costs about 35 percent.

WHY YOU?

CUT YOUR ENERGY COSTS

Energy consumption may be costing you more than it has to. To lower your energy costs, you need energy-efficient equipment — ENERGY STAR-labeled products that give efficient, reliable service and make your workplace comfortable. All at a reasonable cost. EPA's ENERGY STAR Small Business program can help you choose the most efficient equipment for your business.

IT TAKES MONEY TO MAKE MONEY

For every month you pay to operate inefficient equipment, you've lost what could have been a down-payment on improved equipment. Wouldn't you rather invest in equipment so efficient it "pays for itself?" Of Course! That's why we're working with lenders to develop loan programs that support small business energy efficiency. Our financial database can help you find lenders who understand the low risk and cost savings of energy efficiency.

WHAT IF MY BUSINESS RENTS SPACE?

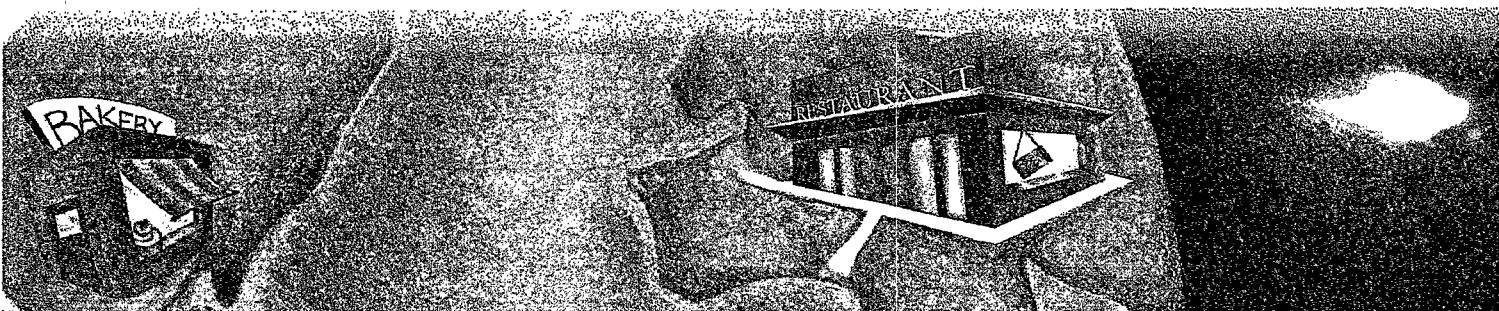
You can still benefit. We can show you low-cost and no-cost ways to save money and energy, even if you don't pay your utilities directly. You may also increase sales and productivity with better lighting and comfort levels. And if your landlord invests in energy efficiency, it could help you save, too.

FIVE STAGES TO COST SAVINGS

- 1. LIGHTING.** Start here and see immediate results in the quality of lighting and in your utility bill.
- 2. TUNE-UP.** Basic maintenance of your office or facility is a simple way to save money and prevent pollution. Fix anything that's broken. Replace equipment beyond repair with more energy-efficient models.
- 3. LOAD REDUCTIONS.** Are you paying for energy when you're not using it? Invest in ENERGY STAR-labeled office equipment that "powers down" when not in use. Seal your windows, caulk your doors—and you'll save energy and money.
- 4. HVAC DISTRIBUTION.** Heating, ventilating, and air conditioning. Don't bake in the winter or freeze in the summer. Controlling air distribution efficiently means comfort you can afford.
- 5. HVAC PLANT.** Once you've improved the efficiency of your office or facility and reduced your energy loads, you may find it profitable to replace your air-conditioning or heating units with more energy-efficient models. Downsize them and save!

Additional Opportunities.

In addition to these five stages, there may be other opportunities for you to cut your energy costs. Call 1-888-STAR YES for assistance.



REAL BUSINESSES. REAL SAVINGS.

SUBWAY FRANCHISES

Twenty thousand dollars can buy a lot of bread. That's what one Subway franchise owner is saving by installing energy-efficient lighting, heating, ventilating, air-conditioning, ceiling fans, and ice makers throughout seven Subway locations in Oklahoma. Each new 1,000-sq.ft. Subway shop installed an energy-efficient air conditioning unit with increased capacity to compensate for the kitchen's heat-generating equipment. Benefits include a 40-percent reduction in energy costs, a 3-year payback period, and praise from customers about the freshness and appeal of the food as a result of the higher color-rendering of the new lamps.

BOULDER BOOKSTORE

Energy-efficiency upgrades in a 20,000-sq.ft. historic building saved this Colorado retailer \$4,800 annually and achieved a payback within three years. These comprehensive upgrades, including the installation of more efficient lighting, low-emissivity (Low-E), super-insulated windows, and an evaporative cooler have helped the bookstore's business dramatically. In addition to cutting energy costs, the new equipment has substantially improved comfort and light levels, keeping customers in the store longer, reading — and buying — books.

CENTERPLEX

A Seattle-based ENERGY STAR Small Business Partner, Centerplex is saving 50 percent on its electric bill annually. This 26,500-sq.ft. commercial facility is saving \$23,000 yearly from installing energy-efficient lighting and controls, window films, programmable thermostats, insulating paneling, low-flow toilets, aerated faucets, and water-conscious landscaping. What makes the Centerplex upgrades so successful is the tenants. While the upgrades are comprehensive, it's the participation of the tenants who control the comfort of their individual office spaces that makes the biggest difference in the energy bills.

For complete case studies useful to your business, call toll free 1-888-STAR YES, or visit our website at <http://www.epa.gov/smallbiz>

ENERGY STAR® SMALL BUSINESS

*Voluntary Program
Memorandum of Understanding*

As a small business/organization (facility of 100,000 square feet or less, not in the energy equipment industry) concerned with the energy efficiency of its own operation, with the quality of its workplace, and with the prevention of combustion-related pollution, the undersigned joins the US Environmental Protection Agency in the following non-regulatory partnership.

SMALL BUSINESS/ORGANIZATION PARTNER AGREES TO:

- Upgrade the energy efficiency of lighting, HVAC (heating, ventilation, and air-conditioning), and other high energy-use systems only where profitable (earning payback in three years or less). Upgrade only if new equipment maintains or improves the quality of lighting and/or facility comfort as well as indoor air quality. Complete profitable facility upgrades within three years.
- Consider ENERGY STAR-labeled equipment when purchasing office equipment.
- Abide by guidelines for program logo use described under "Public Recognition" in the Upgrade Guide manual.
- If able, provide others with EPA information about the cost-savings and environmental benefits of energy efficiency—"preventing pollution at a profit."

EPA AGREES TO:

- Publicly recognize Partner's commitment to prevent pollution at a profit upon joining, followed by further recognition upon successful implementation.
- Provide objective technical, educational, and financial payback information on energy-efficient lighting, HVAC, and other energy-efficient technologies.
- Provide software and technical assistance to help Partner survey current equipment, determine profitability of energy-efficiency upgrade options, and estimate the amount of pollution prevented.
- Provide a finance directory of lenders and other institutions that support energy efficiency upgrades.
- Provide a toll-free customer service hotline and website.
- Provide information on purchasing ENERGY STAR-labeled and other energy-efficient equipment.

The US EPA and the undersigned recognize that this non-regulatory partnership is a voluntary action and may be terminated in writing by either party, at any time, for any reason. This agreement relies on a mutual good-faith effort conducted in a spirit of partnership.

ENERGY STAR® SMALL BUSINESS

*Voluntary Program
Memorandum of Understanding*

☐ **YES** I have read the memorandum of understanding and agree to the benefits and responsibilities of this mutual good-faith effort conducted in the spirit of partnership.

PLEASE PRINT

NAME

SIGNATURE

TITLE

COMPANY NAME

TYPE OF BUSINESS

STREET

CITY

STATE

ZIP

E-MAIL

WEB ADDRESS

PHONE

FAX

APPROXIMATE SQUARE FOOTAGE

NUMBER OF EMPLOYEES

81098



UNITED STATES
ENVIRONMENTAL PROTECTION AGENCY
(6202)
WASHINGTON, DC 20460-0001

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300

BUSINESS REPLY MAIL

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To learn more
about EPA's
voluntary
pollution
prevention
programs...

Call toll-free 1-888-STAR YES

Access the Internet

<http://www.epa.gov/smallbiz>

For other EPA
information
relating to
small business
please call...

EPA Small Business Ombudsman
toll-free hotline 1-800-368-5888

This hotline provides:

- Advocacy for small business
- Information on EPA policies and regulations
- Compliance assistance
- Information on other EPA products and services



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IF YOU OWN OR OPERATE A
SMALL BUSINESS, YOU KNOW
KEEPING COSTS DOWN IS A
NECESSITY. WHEN YOU CUT
ENERGY COSTS, YOU SAVE MONEY
AND HELP THE ENVIRONMENT.
U.S. EPA'S ENERGY STAR
SMALL BUSINESS PROGRAM
CAN HELP YOU
SAVE THE GREEN — BOTH WAYS.

So far, EPA's ENERGY STAR®
programs have prevented
the emission of more than
3.5 billion pounds of carbon
dioxide — voluntarily, at a
profit to business.

