

Energy Efficiency is Smart Business



You might think that you can't afford to switch over to energy efficient equipment. In reality, you can't afford not to. Savvy business people know that in hard times we have to stretch every penny. Let's do the math.

The table below is comparison of two lamps; each operating for 12 hours per day for five years. One has an incandescent bulb, the other a compact fluorescent bulb (CFL). The 100 watt incandescent costs half of what the 25 watt CFL costs, but has to be changed 22 times in that five year period compared to the CFL that only needs replacing three times. More importantly the CFL uses 75% less energy than the incandescent bulb.

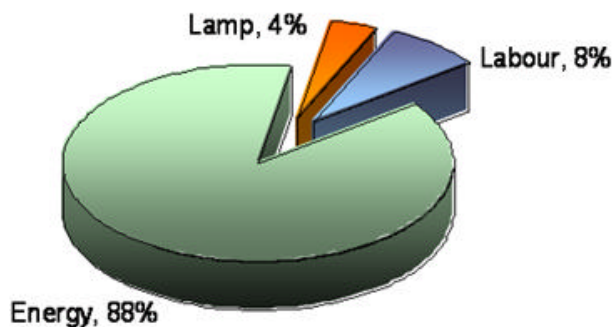
This same principle can be applied to space heating & cooling, water heaters, fans, motors, etc. In the long run, energy efficiency saves you money.

	Incandescent	CFL
Bulbs used in 5 Years:	22	3
5 Year Bulb Cost:	@\$1.00=\$22.00	@\$2.00=\$6.00
5 Year Energy Cost:	\$219.36	\$54.84
Energy Savings:	-	75.00%
Cost Savings:	-	\$180.52 (74.79%)
Lifetime in months:	2.7	24.6
Investment recovered in:	-	1 months

The Hidden Price Tag

Let's look at the lifetime cost of whole lamp (bulb and fixture). On average the ticket price for the lamp represents only 4% of the total cost. Labour costs make up 8% (that's 22 trips up the ladder every five years). And the biggest cost is energy. A full 88% of the lifetime cost of a lamp spent on energy. We call this the hidden price tag.

A 200 guest room property can reduce its annual lighting related electricity expenses by as much as 45% through better application solutions. Related maintenance and procurement expenses will be reduced ten-fold by incorporating better lighting practices into any lodging operation.



Reap the benefits of energy efficiency:

- *Manage your energy and maintenance costs*
- *Provide your customers with the option to choose an environmentally friendly night's stay.*
- *Be on trend: 60% of Canadians prefer to stay in green hotels. (Source: Hotel Association of Canada)*
- *Increase your customer base: Many governments & companies are implementing green procurement policies dictating that their suppliers must have green programs in place.*
- *Position your company as an industry leader.*



Green Suites Help greensuites@enwin.com
or 416-922-2448 xt. 239 www.greensuites.com



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