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Media Contacts: Mark Treichel
Hoffman York
(414) 225-9554
mtreichel@hyc.com

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United True Value Hardware Finds 175 New Ways to Save Energy
- Oconto Falls, Wis. store saves \$4,658 annually from lighting upgrade -

Madison, Wis. (May 4, 2009)—With the help of Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative, United True Value Hardware in Oconto Falls, Wis. recently found 175 new ways to save energy by replacing its current light fixtures with high-performance, energy efficient ones.

United True Value Hardware received \$3,220 in financial incentive from Focus on Energy for upgrading 175 T12 linear-fluorescent fixtures to high-performance T8 electronic fixtures. The upgrade will save more than 64,880 kilowatt-hours of electricity annually—enough energy to power seven Wisconsin homes for a year. The store will also benefit from a \$4,658 savings on its energy bills each year.

High-performance T8 fixtures can save up to 40 percent more energy than T12 systems. The new lights are also rated to last 4,000 hours longer than standard T12 lamps and provide a better quality light.

“We were pleased with the light quality,” said Nancy Weiss, owner of United True Value Hardware. “Our hardware products appear brighter on the shelves and our customers are able to see everything better.”

Not only does this lighting upgrade save energy and money, but it’s also environmentally friendly. The annual environmental benefits are equivalent to offsetting 128 barrels of oil from being burned – eliminating 110,000 pounds of carbon dioxide (CO₂) from being released into the atmosphere.

“Upgrading to high-performance lighting is a fantastic way for businesses to save energy and money,” said Ken Williams, Focus on Energy’s business programs director. “United True Value Hardware will see the benefits every time they receive an energy bill.”

Focus on Energy can help businesses and residents across the state identify and evaluate energy-saving opportunities, provide recommendations, develop energy management plans and arrange technical training opportunities about energy conservation.

For more information, call (800) 762-7077 or visit focusonenergy.com.

About United True Value Hardware

United True Value Hardware is located in Oconto Falls, Wis. and was founded in 1948 by Lyle Wolf. The business is currently owned by Nancy Weiss, Wolf's daughter.

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information, call (800) 762-7077 or visit focusonenergy.com.

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