



focus on energysm

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..... **for immediate release**

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Get Ready for the Cold Weather with Practical Tips to Save Energy & Money *- Boost your bottom line while cutting energy bills -*

Madison, Wis. (November 18, 2009)—Winter’s coming, and you know what that means – higher heating and energy costs for your business. But take heart, while the weather outside may get below zero; the energy experts at Focus on Energy have helpful tips to help you save energy and money. Follow these best practices for some low-cost and no-cost ways to help your business get ahead this season.

1. **Install (and use!) a programmable thermostat.** Businesses could save up to 3 percent on heating costs for each degree they lower the thermostat. Instead of adjusting the thermostat manually, make sure you install a system that will automatically manage your building’s temperature. Already have a system in place? Program it to achieve maximum savings, and don’t forget to adjust it with the shift from Daylight Saving Time if necessary.
2. **Weatherization can yield big savings.** Weather-strip and caulk cracks in walls, jams and floors. Check for worn-out weather-stripping and replace.
3. **Measure your facility for proper attic insulation.** Consider upgrading with spray-foam or batt insulation. Additional insulation can be blown into walls, and today there are options for insulating flat roofs, crawl spaces and floors.
4. **Maintain heating, ventilation and air-conditioning equipment regularly.** Businesses can reduce their energy use by up to 40 percent simply by having HVAC systems serviced regularly and changing air filters monthly. Don’t forget to keep the space around your system clean and clear to prevent debris from being pulled into the burners and filters. Visit focusonenergy.com/tuneups for financial incentives you may qualify for.
5. **Purchase energy-efficient equipment and lighting.** When it comes time to replace equipment, look for the ENERGY STAR[®] label—your assurance of quality and energy efficiency. For lighting, install compact fluorescent bulbs for task lighting and high-

performance T8 or pulse-start metal-halide systems for larger or high-bay applications. Lighting-control systems such as occupancy sensors and daylight sensors can help save even more. Visit focusonenergy.com/incentives/business for financial incentives you may qualify for.

6. **Limit the runtime of holiday lights.** Run holiday lights for no more than six hours a day and consider purchasing a lighting timer to switch them on and off automatically. If possible, replace older incandescent lights with new LED strings. Incandescent holiday lights can use up to 99 percent more energy than LEDs. What's more, the wire insulation on older lights can erode and pose a fire hazard.
7. **Talk to the experts at Focus on Energy.** We're a one-stop resource for free technical expertise and financial incentives on projects ranging from energy efficient lighting and HVAC equipment to custom projects and green IT initiatives.

Focus on Energy can help businesses and residents across the state identify and evaluate energy-saving opportunities, provide specific recommendations, develop energy management plans, arrange technical training opportunities about energy conservation and offer financial incentives. For more information, call (800) 762-7077 or visit focusonenergy.com.

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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