



focus on energysm
The power is within you.

INDUSTRIAL PROGRAM SUMMARY

MISSION	Focus on Energy, a statewide service, provides technical expertise, training and financial incentives to help implement innovative energy management projects. Our mission is to help projects get implemented that otherwise would not get completed. Our efforts help Wisconsin residents and businesses manage rising energy costs, protect our environment and control the state's growing demand for electricity and natural gas.
TECHNICAL SERVICES	Our Energy Advisors provide the following services to industrial customers: <ul style="list-style-type: none">■ Identify and evaluate opportunities to reduce overall energy use or reduce energy use on a per unit of production basis■ Support energy management planning and implementation■ Find vendors and evaluate their proposals for efficiency improvements■ Arrange technical training opportunities in energy efficiency
CLUSTER INDUSTRY SERVICES	We provide specialized best practice support for the pulp and paper, metal casting, plastics, printing, food/dairy and water/wastewater industries. These services improve the energy efficiency of manufacturing processes and include measure identification, technical review and financial support.
BEST PRACTICE INFORMATION & TRAINING	<p>We provide best practice information for: lighting, compressed air systems, steam systems and motors/drives. We also provide specialized process best practice information for the water/wastewater, pulp and paper, metalcasting, plastics and food/dairy industries. See our Info Library at www.focusonenergy.com/industrial.</p> <p>We sponsor best practice training for plant managers, engineers and facility operators in lighting, steam systems, ventilation, compressed air systems and leak detection and refrigeration. See training opportunities at www.focusonenergy.com/training.</p>
PRACTICAL ENERGY MANAGEMENT[®]	Practical Energy Management[®] is a customer-tailored, easy to use template with all of the elements you need to develop and implement an energy management program. PEM [®] Overview training provides an introduction and PEM [®] Implementation walks you through the implementation stages of an energy management plan in multiple sessions over several weeks. On-site PEM facilitation is also available to large, motivated customers.
ENERGY MANAGEMENT BENCHMARKING	Working with utilities, Focus on Energy provides funding and technical support for customers who want to participate in the One 2 Five energy management benchmarking initiative.

For more information, call **800.762.7077** and ask for the Industrial Team
www.focusonenergy.com/industrial • **July 1, 2007 – December 31, 2008**



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INDUSTRIAL PROGRAM INCENTIVES

FEASIBILITY STUDY INCENTIVES

Focus on Energy will co-fund assessments of energy efficiency project feasibility. The incentive will be up to 10 percent of the estimated energy savings and up to 50 percent of the cost of a study performed by an independent third party, not to exceed \$7,500.

CUSTOM IMPLEMENTATION INCENTIVES

Focus on Energy will provide **up to 30 percent** of the cost for energy efficiency projects, based on first year energy savings, as follows:

Tier 1 Technologies:

For lighting, premium efficiency motors, compressed air measures, air turnover systems, insulation, steam traps and linkage-less boiler controls:

- **Electric efficiency: 4¢/kWh** (annual) saved; **\$125/kW** reduced (peak summer hours)
- **Natural gas savings: 40¢/therm** (annual) saved

Tier 2 Technologies

For refrigeration, heat recovery, VFDs on pumps and fans, air filtration, HVAC controls, energy efficient processes, emerging technologies and all other energy efficiency measures not included above:

- **Electric efficiency: 6¢/kWh** (annual) saved; **\$200/kW** reduced (peak summer hours)
- **Natural gas savings: 60¢/therm** (annual) saved

Requirements:

- You must work with a Focus Energy Advisor and/or Business Ally to receive a custom incentive for a project
- You must submit your application **prior to a project decision**
- Projects with less than a 1.5 year payback or over a 4 year payback are ineligible
- Incentive limits:
 - Per project - \$250,000
 - Per company - \$500,000/year

PRESCRIPTIVE INCENTIVES

Focus on Energy provides prescriptive incentives for standard energy efficiency measures such as lighting, variable frequency drives, compressed air and HVAC.

See www.focusonenergy.com/financialincentives for applications.

SERVICE BUY-DOWN INCENTIVES

Focus on Energy buys down the cost of certain standard maintenance services. Services include: **chillers tune-ups, compressed air – System Audit and Leak Survey, steam traps surveys and replacements, burners/boilers tune-ups.**

You can find descriptions and applications by visiting www.focusonenergy.com/financialincentives.

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 get 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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