

Taking the risk out of the switch to green

Green technology suppliers must recognise the challenges facing the high street and respond accordingly



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With trading conditions remaining challenging and the certainty of the Government's CRC EES 'carbon tax' that is imminent, there has never been more pressure on retailers to reduce costs and cut carbon.

Green technology will play a key role in achieving this, but the challenge for retailers is how to differentiate one technology from the next.

Feed-in tariffs make micro-generation an attractive option. With onsite generation attracting a tariff of more than 40p/kWh in some cases, the finances are finally starting to stack up.

A solar array or a wind turbine makes a green statement that holds sway with management, PR and CSR teams – all keen to blow their environmental trumpet.

Likewise energy efficiency measures, such as policies for lighting and water use, are visible and differentiate a company that is acting on carbon.

None come without risk. Lengthy paybacks, seasonal benefits and lack of buy in from employees can render many green options unattractive.

Effective measure

The single most effective measure retailers are implementing is one that is hidden away in a corner of the switch room. Voltage Power Optimisation (VPO)® generates energy and carbon savings by optimising electrical power quality and by supplying voltage at a more efficient level to the whole building.

Thousands of sites in the UK have installed VPO and when fitted in a typical commercial building, it cuts an average 13% off the electricity bill instantly. Tesco, Waitrose and Sainsbury's, professionals in knowing how to reduce costs/carbon, are already on board as are many of the high street's biggest names.

Every day, powerPerfector installations save our clients over £100,000 in energy spend and 500,000kg of CO₂.



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Finance

CAPEX is tight and financing is a stumbling block that is holding back the implementation of many green technologies. Our technology is available using a number of different finance instruments. It means that our clients can install the technology using the energy savings to pay for the unit. In all cases this can be designed to produce a positive cash flow.

It has allowed some clients to fund multiple installations, leading to maximum financial and environmental returns. The risk is taken out of the process as powerPerfector is proven with over 180,000 global installations, has an unblemished reliability record, requires no behavioural change, comes with a guarantee on savings and can be implemented without any effect on normal business operation.

Green economy

Shifting to a green economy is not a simple journey. Increased renewable energy will bring about more switching between power sources and as a result will reduce the quality of our power supply, increasing the risk to users of harmonic distortion and transients.

Suddenly there is a greater emphasis

“VPO HOMOGENISES VARIANT POWER QUALITY AND GIVES YOU CLEAN SMOOTH POWER”

on risk management. Insuring against losses caused by power faults is not just prudent – it is essential and this is where VPO is also a winner as it homogenises variant power quality and gives you clean smooth power.

Secure offering

During an economic boom, the enthusiasm for green technology and taking risks increases exponentially, but in austere times green tech suppliers need to make their offering secure and able to meet both the financial and environmental requirements of its clients.

TESCO CONTINUES ROLLOUT

As part of its commitment to tackling climate change, Tesco has invested in an ongoing powerPerfector roll-out to help reduce its carbon emissions.

The last savings estimate in late 2009 showed that, with 480 units installed, the company reduced its electricity consumption by 9.9% on average. This is equal to more than £8.2m of savings every year.

Tesco has now installed in over 1,400 stores, distribution centres and offices.

