

CRC: Maximise the rewards with voltage optimisation

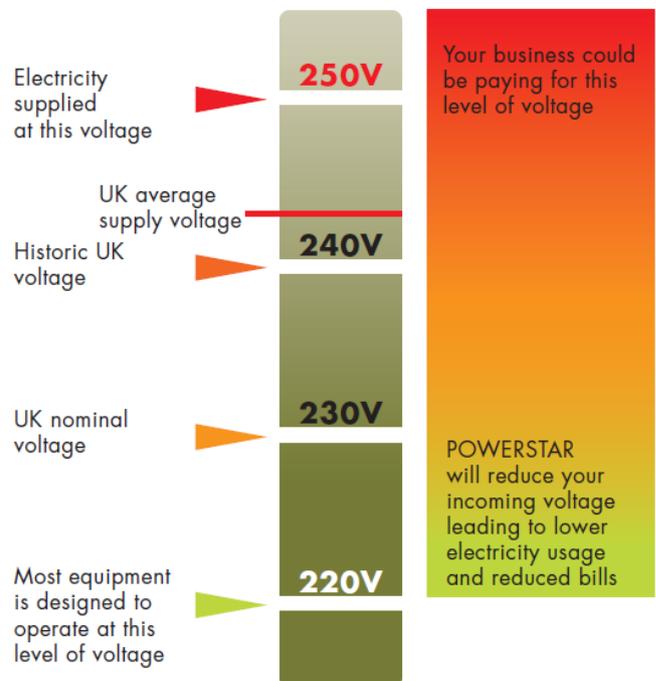
Responsible businesses are continuously looking for ways to reduce their carbon emissions, and organisations obligated under the CRC Energy Efficiency Scheme (CRC) need to ensure that they are best placed to minimise the potential risks while maximising the rewards.

One method that can be implemented to lower carbon emissions and reduce energy costs as well is the installation of a voltage optimisation system.

An increasing number of decision makers are turning to this technology as it is commonly recognised as a proven, cost effective and reliable way for companies to meet their energy and of course their CO2 emissions reduction targets.

Voltage optimisation is an electrical energy saving technique, in which a device is installed in series with the mains electricity supply to provide an optimum supply voltage for the site's equipment.

The reason voltage optimisation can have such a significant impact on energy used is because on the whole, the National Grid supplies a higher voltage than is generally required. Although the nominal voltage in the UK is 230V, the average delivered is actually 242V. This 'over-voltage' means that energy consumption is not only higher, but as a result, the lifespan of equipment is shortened. Voltage optimisation can therefore improve the life expectancy of equipment.



A UNIQUE VOLTAGE OPTIMISATION SYSTEM

EMSc UK Ltd manufactures the market leading voltage optimisation solution Powerstar, which is a secure and reliable solution that is installed in series with the mains electricity supply to ensure the optimum supply voltage is delivered to a site's electrical equipment. This, in turn, reduces the site's energy usage and CO2 emissions.

Powerstar, which is not an off-the-shelf product, is an engineered solution with a patented design, providing a fully supported approach that allows guaranteed savings. On average, Powerstar can help companies realise energy consumption savings of 12-15% (energy savings of up to 26.1% have been recorded).

It has also been shown to improve power quality by balancing phase voltages and filtering harmonics as well as transients from the electricity supply, leading to reduced maintenance costs as less demand is placed on electrical equipment.



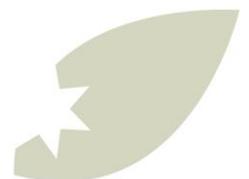
EAT SLEEP & DRINK
WHITBREAD

An installation of Powerstar at a number of leading UK hospitality company

Whitbread's hotels and restaurants have shown just how effective the product is.

Early results have proved impressive, with a number of large hotel installations outperforming the guaranteed minimum levels of cost savings set by EMS, and energy savings estimated to be as high as 18% a year.

Whitbread chose various locations – based on their different energy consumption profiles – and EMS worked closely with the company not only to understand its overall energy and carbon reduction strategy, but also the specific requirements of each individual location.



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In addition to providing a no maintenance solution with a payback period that met Whitbread's expectations, the savings from the Powerstar installations supported the company in reducing its direct electricity consumption and associated CO2 emissions – key goals in Whitbread's 'Good Together' corporate responsibility campaign.

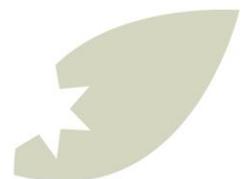


Chris George, Head of Energy and Environment at Whitbread Hotels and Restaurants, which employs over 40,000 people worldwide and serves more than 10 million customers every month in the UK, said: "Whitbread is serious about sustainability and smart investment in new technologies is a key part of our 'Good Together' strategy. It helps us to reduce

the amount of energy we consume, it cuts carbon emissions, and it conserves natural resources. In essence, it enables us to do more for less."

He also commended the EMS team for its professionalism and proficiency, saying: "As a responsible hotel and restaurant business, we need to ensure our customers enjoy a good night's sleep and great tasting menus served in a relaxed atmosphere. We found the EMS Powerstar team to be both professional and proactive in their awareness of the installation requirements during business operational hours, which ensured minimum disturbance for our guests."

In light of the CRC scheme, which is raising awareness in large organisations - both public and private - and encouraging changes in behaviour and infrastructure, EMS is constantly looking for innovative ways to educate companies on how to reduce not only their electricity bills, but their carbon emissions as well.



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To this end the company has hosted numerous seminars and events, produced and distributed literature, and implemented an extensive and successful public relations campaign.

Dr Alex Mardapittas, managing director at EMSc (UK) Ltd said: "Education and understanding on how to use voltage optimisation as a tool to achieve energy savings and meet CRC CO2 emissions targets is a key element in our marketing strategy."

He added: "EMS has always been at the forefront of the latest energy saving technologies and we are uniquely placed to help companies benefit from the CRC scheme as Powerstar enables organisations to be proactive, to take steps to improve efficiency and reduce carbon emissions, as well as reap the rewards. "

Since the announcement of the CRC scheme and the potential impact on large organisations, EMS has reported an increased interest in and enhanced sales of its Powerstar units.

Interest in the revolutionary product is coming from far and wide, with EMS expanding its presence internationally with distribution agreements to supply Powerstar in Australia, United Arab Emirates, South Africa, Sri Lanka, Bahrain and Holland, as well as the development of its own operation in Cyprus.



EMS is also celebrating 10 years of continued success, having recently announced another successful 12 months trading, with turnover increasing by 50%, to £12.4m. During the course of the last year the company also doubled its workforce and has moved into new premises to accommodate the growth it has been experiencing.

The company is accredited with the Made in Sheffield accolade in acknowledgement of the quality of its manufacturing process, its expansion into international markets and the international success of Powerstar.

