

CASE STUDY

Phoenix Color®



SAVINGS BY THE NUMBERS

\$128,340

Total incentives

538,367

Annual kWh savings

\$28,210

Estimated annual savings

THE OPPORTUNITY

Phoenix Color is a full-service, full-color printer based in Hagerstown, Maryland. With over four decades of experience in the U.S. publishing industry, the printer uses an extensive array of innovative technologies to produce heavily illustrated books, specialty commercial products and more.

After recent advances in ink technology made LED curing systems a viable option for Phoenix Color, the printing company met with Potomac Edison's Energy Solutions for Business Program team to discuss upgrades to their printing presses. The Potomac Edison team helped identify the most cost-effective upgrades and recommended opportunities for additional energy savings at the facility.

THE PROJECT

Based on the team's recommendations, Phoenix Color completed the following custom upgrades:

Printing press replacements - Phoenix Color installed several new printing presses with LED curing lights. The LEDs use significantly less energy than the HID lighting in conventional models and allow for variable power outputs depending on the size of the sheet being printed.

Curing system replacements - An older HID UV curing system was replaced with a new, more energy-efficient UV/IR curing system equipped with lower-wattage LEDs and solid-state technology.



ENERGY EQUIVALENCIES



14,461

Incandescent lamps switched to LEDs



48,544,758

Number of smartphones that could be charged



43.9

Average Maryland homes' electricity use for one year

Source: U.S. Environmental Protection Agency

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HVAC tune-ups - Tune-ups on multiple rooftop cooling units were completed at Phoenix Color's Hagerstown facility. Each tune-up included chemically cleaning the evaporator and condenser coils, correcting the refrigerant charge and replacing filters if needed, and verifying improvements for maximum efficiency, airflow and performance.

THE RESULTS

Thanks to the improvements to the facility's energy efficiency, Phoenix Color is now saving an estimated \$28,210 in energy costs each year while still meeting production demand. Employee comfort has also received a welcome boost due to the HVAC tune-ups.

What's more, the upgrades have earned the printing company over \$128,340 and counting in incentives. With more projects on the horizon, Phoenix Color's savings are just getting started.

"Energy efficiency and resource management have long been a focus at Phoenix Color. From lighting and HVAC to production machines, the equipment we use is just as important as how we use it. The team at Potomac Edison helped us save energy costs and improve comfort for our employees."

Shane Statler
Chief Electrician

Questions?

Visit energysaveMD-business.com or call us at **855-801-5803** to discover how we can help your business or organization save.

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