



Trojan Battery



Chad Bentley, Manufacturing Technologies Manager, Trojan Battery

SCE's Technical Assistance and Technology Incentives Program Makes a Powerful Difference for Trojan Battery

"It took a little vision," says Chad Bentley. As Manufacturing Technologies Manager for Trojan Battery in Santa Fe Springs, Bentley oversees the processes used by the world's leading maker of deep cycle batteries. A family-owned business, Trojan has been a pioneer since 1925. Three generations of experience came up against some energy management challenges in recent years, and the "little vision" Bentley modestly mentions wasn't so little — it meant reinventing the business. He had help from Southern California Edison (SCE).

Trojan creates over 140 clean-energy battery products, most with the company's signature maroon-colored casings. "We earned our industry leadership with an unshakable commitment to quality and service," Bentley says, "but like many manufacturers, we've been confronted with rising costs in raw materials and power. The three largest battery manufacturers in California have moved or closed. Many of our contracts are fixed-price, meaning that regardless of our costs, our price to the customer is the same. We couldn't compromise on value, service or price, so we needed to find profitability in places where we'd never thought to look. Our collaboration with SCE, and

their Technical Assistance and Technology Incentives (TA&TI) Program, was the key."

TA&TI: Incentives for Change

TA&TI provides SCE's Bundled Service or Direct Access customers (such as large office complexes, large manufacturers, warehouses, process industrial facilities, water agencies, and agricultural and institutional facilities with interval meters and demands of 200 kW or greater) with demand response site assessments and financial incentives for the installation of qualifying technologies that can help customers reduce electricity usage during periods of high demand. TA&TI can help give customers increased flexibility to participate in Demand Response (DR) programs that provide additional energy-saving incentives.

"SCE didn't just do a walk-through of our plant," Bentley says. "The SCE representatives immersed themselves into what we do. Together, we examined every aspect of our operation. By the time we were done, I understood our 175,000-square-foot plant's energy usage and our manufacturing processes better than I ever had before. We found opportunities to save that could

Estimated Savings by Managing Energy

- *Location:* Santa Fe Springs, CA
- *Industry:* Manufacturing
- *SCE Programs Utilized:* Technical Assistance and Technology Incentives (TA&TI), Base Interruptible Program (BIP), Demand Bidding Program (DBP)
- *Results:* Over 3 million kWh total annual energy savings to date, saving approximately \$330,000; 3.2 MW of Demand Response load reduction identified and enabled through qualifying technology; financial incentives from TA&TI of \$576,627

ESTIMATED ANNUAL SAVINGS

\$330,000+

Energy Management Success Story

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make a huge difference, and then the financial incentives SCE offered for equipment upgrades permitted Trojan to capitalize on those opportunities. We invested in new hardware for lighting, battery charge computerization, and process dust control ventilation, and the savings started immediately."

Profits in the Process

"This was revolutionary for us," Bentley continues. "Before this, a power interruption could be very costly. With these TA&TI upgrades, Trojan Battery is leaner, more efficient, and more nimble. The savings lead to more savings. Now I can take advantage of SCE's DR Programs such as the Base Interruptible Program and the Demand Bidding Program, and from my desk I can turn off over 75% of our typical power usage with just fifteen minutes' notice with a manageable



and minimal disruption of our production, and with no compromise to our product quality."

"Good manufacturing means building profits into the process, not adding them on at the end," Bentley says. "A lot of manufacturers haven't yet looked at energy management as a resource for profitability. We had skeptics right here at Trojan. But once we got the results we achieved — thanks to TA&TI and those invaluable financial incentives — the skeptics became our biggest supporters. Optimizing the use of electricity doesn't mean compromising or sacrificing; it means creating flexibility, optimizing in increments to get large results, and investing wisely to create new sources of revenue."

Ask the Questions that Start the Process

"Evolving an operation into something better starts with asking questions," Bentley concludes. "As our competitors saw, yesterday's assumptions don't necessarily work today. California presents challenges to manufacturers that you don't get elsewhere. But those challenges are the ones that make you better, if you ask questions and look for ways to improve. SCE is ready and responsive with ideas and incentives. Our collaboration with SCE has been close and productive from the start — we push each other to improve and refine as we go. Trojan Battery has several more energy-saving projects in the pipeline, so we're just getting started."

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Earn Even More Savings with Other SCE Offerings

Southern California Edison offers a range of energy management solutions to help you better manage your electricity costs.

- Install SCE's Automated Demand Response (Auto-DR) which incorporates automated load control systems (an energy management system) to carry out DR strategies without manual intervention.
(800) 736-4777
www.sce.com/autodr
- Save more with SCE's Demand Response Programs, such as Critical Peak Pricing, which offer low cost ways to reduce your electrical bill for agreeing to temporarily reduce electricity usage during peak hours.
(866) 334-7827
www.sce.com/drp
- Use Web-based tools such as SCE EnergyManagerSM Basic, SCE Cost Manager[®] and SCE Bill Manager[®] to monitor and track your electricity usage.
(888) 462-7078
www.sce.com/energymanager
- Purchase qualifying energy-efficient equipment or technologies and receive incentives and rebates through SCE's Express and Customized Solutions.
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