



The Greenest of them All

These Companies are Leading the Charge in the Eco-Friendly Movement

Volume 3 Issue 3: The Green Issue

What are Green Companies?

Green Companies are companies that work to minimize damage to the environment, with the belief that it is far more economical to “go green” than it is to do harm to the atmosphere and the environment.¹ However, being labeled “green” is more than a trend these days, and companies that demonstrate environmental concern are becoming more appealing to the public; some consumers even base their purchasing decisions on companies’ green practices. In addition to gaining a larger customer base, implementing green practices within your workplace can also help save your business money.

Green Automotive, Airline and Utility Giants

Today “going green” is an increasingly hot topic among corporations, and there is a list of companies leading the charge and doing their part to be eco-friendly. For example, automotive giant Honda is the most fuel-efficient auto company in the US. Currently, the Company is independently developing two new alternative-fueled vehicle technologies, including the natural gas powered Civic and a hydrogen fuel cell powered model.² General Motors is also developing a new electric car called the Chevrolet “Volt,” which can be run on electricity, gasoline, E85 fuel or biodiesel. With seventy-eight percent of commuters driving 40 miles or less to and from work, these vehicles provide passengers greater options for fuel efficient driving.³

Commercial Airline Companies are also searching for ways to cut back their fuel usage, and reduce pollution from ground equipment. Continental Airlines has spent more than \$16 billion during the past decade to replace its fleet with more efficient aircraft, including replacing older and less efficient planes. The airline giant also installed fuel-saving winglets that reduce

emissions by up to 5 percent on most of its Boeing 737s and 757s, and reduced the nitrogen oxide output from ground equipment at its Houston hub by over 75 percent in the past eight years. Additionally, Continental staffs 13 full-time environmentalists, who work to find ways that it can become greener, including sorting trash from the company’s headquarters for recycling.⁴ San Francisco-based Pacific Gas & Electricity is one of the nation’s leading providers of renewable energy, which is generated from unlimited natural resources, such as wind, water, sun, wave and refuse. PG&E recently helped to get mandatory controls on greenhouse gases enacted in California, and is now pushing for federal legislation.⁵ Greenhouse gases include water vapor, carbon dioxide, methane, nitrous oxide, and ozone.⁶ The Company generates 56 percent of its retail electricity (*cont’d on pg 3*)

Let me first thank you for the opportunity to provide you with our services. Your continued patronage of Cranney Companies is vital to our business.

GREEN, SUSTAINABILITY PLANS, THE ENVIRONMENT

Where should I begin? Well the word GREEN covers many of these topics. What are we each doing to take action in providing a quality environment for the future generations of this planet? When I look at the trades that we offer, I know that we are currently providing our commercial customers with many GREEN options.

On the ELECTRICAL side, what has become a popular choice is upgrading the quality of a company’s lighting and, at the same time, reducing costs. I remember (*cont’d on pg 2*)

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President’s Corner



Brian Cranney
President,
Cranney Companies



Heating ^{up} & Moving Out.

By Ron Trentini

When one of our local customers started removing manufacturing equipment from their Leominster location this past winter, they realized that they could be challenged with a potential problem.

Many of the company's manufacturing units emitted heat during operation, and for most of the time, this was enough to keep the plant at a satisfactory temperature level. However, this heat gain was soon to be lost.

Cranney Companies was given the charge of determining the necessary level of heat required to keep the building from freezing up. Of crucial concern was the sprinkler system, because it is winter in New England, and a sustained deep freeze could happen at any time and cause havoc.

Cranney Companies reacted by concurrently doing a survey of what heat was available and performing a heat loss profile on the building. The heat loss profile required us to

become familiar with the construction of the building walls, roof, and glass elements.

Another consideration was settling on a 40° F temperature rise. "Temperature rise" is the temperature we were trying to maintain in the building over the outside air. For example 0° F outside building will maintain a 40° inside, -5° F outside, maintains 35° F inside.

Once we made our calculations, we determined that additional heaters were required in certain areas and that we needed them fast. The heaters were ordered and installed, where required, immediately after arrival.

This whole process took less than two weeks from conception to installation, from Engineering to Service to Electrical to a happy customer. **That's the Cranney way!**

This quick response and action, avoided what could have been a potentially serious situation. •

President's Corner

(cont'd from cover) attending the ribbon-cutting ceremony for the R & D

building that we did for Sylvania; their CEO, Charlie Jera-bek, stated that we would see more changes in the lighting industry in the next ten years than we have seen since the light bulb was invented. That's significant!

On the PLUMBING side, we have seen a fair amount of commercial customers moving towards waterless urinals and two stage toilets. We also have a customer that has an abundant supply of ground water that requires the consumption of significant amounts of energy to pump it down the drain. They are looking at redirecting this important natural resource so it becomes a source of hydration that will water all of the plants that make up their landscaping. They are also considering the potential of redirecting this ground water in such a way that it meets internal facility needs; this would lessen the demands on the town's limited water supply.

On the HEATING and AC side, (depending on where your facility is located), some of the local utility companies are offering excellent rebates for customers installing both high

Seasonal Energy Efficiency Ratio (SEER) rated equipment and the improvement of the controls on this equipment. We are also working with companies to capture the heat generated from their industrial processes and redistributing it back into their plant, saving them on their comfort heating costs.

The examples above reflect where Cranney Companies' resources have been focused. In these challenging economic times, pro-environment choices most often have to pass the payback test. It's a practical matter: we all need to stay financially competitive within our own sector. At the same time, however, I notice more and more customers making conscious GREEN choices, because it is important to them and their employees that they care for the present environment as well as knowing they have played a role in improving quality of life on this planet for future generations.

Our residential division, Cranney Home Services looks forward to providing you with heating, cooling, plumbing and electrical services for your home as well. We can support you in installing new and improved green systems and equipment, should you find yourself moving in the green direction.

Thank You,
Brian Cranney, President & CEO



(cont'd from cover) sales from non-greenhouse-gas-emitting sources, and aggressively helps customers become more efficient, through programs such as offering homeowners \$75 grants, who buy energy-efficient appliances. PG&E is also experimenting with a variety of clean power alternatives, and is looking towards developing generation projects that could convert wave energy off the Pacific Coast into electricity. The Utility giant is planning for the future by exploring new technologies that harvest energy from the sun, ocean waves, tidal currents, and agricultural waste.⁷

Retailers Drive Push towards Green

In 1935, before terms like “green” and sustainable were corporate buzzwords, H.F. Johnson Jr. led a 15,000-mile expedition to Brazil in search of a sustainable source of wax for his company’s first product — Johnson’s Wax.⁸ Today, S.C. Johnson makes everyday household items, such as Windex, Ziploc plastic bags, and Raid. Perhaps even more impressive than its product line, is the S.C. Johnson’s innovative “Greenlist” process, which serves to evaluate the environmental impact of certain raw materials used in producing its commonly used household products.

As our lives go digital each day, the environmental impact of computers and gadgets are following suit. Cell phone company GoVios Going Green is doing its part by contributing a penny per minute of cell phone usage to environmental agencies. In addition, GoVios encourages the recycling of used cell phones and batteries, in order to keep groundwater contaminating chemicals and heavy metals out of the environment.⁹

Computer company Hewlett-Packard is leading the green technology movement through the development of new products, such as energy efficient desktop PCs, and has even

made a promise to reduce its global energy use 20 percent by 2010.¹⁰ The Company is also driving the push towards recycling, and owns massive e-waste recycling plants that shred and granulate four million pounds of computer debris each month. In addition, HP takes back any brand of equipment for recycling, and its own machines are 100 percent recyclable. As part of its global citizenship strategy, the Company audits its top suppliers for eco-friendliness and produces a Global Citizenship Report, which details its own environmental accountability.¹¹

How Your Company Can Capture the Green Market

Not every business has the resources of Fortune 500 corporations, but there are still smaller steps that you can take to trim costs and tap into the growing number of consumers, who want to do business with green companies. Small businesses report savings of 20 to 30 percent by making energy-saving moves, such as monitoring CO2 emissions, and finding green and renewable energy sources.¹² Try reducing waste by allocating just 5 percent of your company’s operating budget towards implementing green office policies. For example, encouraging employees and customers to digitally save documents versus printing paper copies can have a significant impact on your business. Also, reuse and recycle biodegradable materials in your office and out in the field. Ultimately, becoming green begins with education, so continue to educate your employees, vendors and consumers on what it means to “go green” and encourage them to join your eco-friendly movement. Every little bit helps, and taking these small steps makes good business sense, boosts company morale, and can make your company more competitive and profitable. •

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Good for the Environment & for Your Profits

By David Sanborn,
Vice-President

Look at just a few of the energy-savings strategies that Cranney Companies has implemented for our customers:



Cranney Companies' initiatives for eco-friendly and energy efficient designs dovetail into issues that our customers care about, namely the environment and money savings. Using less power, which means a reduction in greenhouse gas emissions and lower energy costs, is good for both the environment and a company's bottom line.

Performed an analysis and properly aligned the required motor horsepower to their connected mechanical pump loads. Every horsepower that is not efficiently utilized can cost customers an average of \$72 a year to run (at the conservative rate of five cents per kWh).

Engineered cooling and heat loads to minimize the "just in case" over-sizing of equipment and maximized economizer options that both offer substantial energy savings.

Installed motion sensors to systematically shut down lighting when not in use, for individual offices, warehouse aisles and outdoors. Some of the areas had existing process and comfort cooling that actually doubled cooling costs, resulting from heat generated by unnecessary lighting usage.

Performed infrared surveys to correct loose electrical connection problems that waste energy with the heat they develop and the power quality issues they cause.

Profiled electrical bills for customers who were inefficiently using their energy and paying a penalty for power factor. The cost to install a properly designed correction system typically has a less than twelve month ROI.

Let us incorporate our energy savings, power quality and environmental strategies into your next project. It will be good for the environment and good for your pocketbook!



Customer Corner Spotlight:



Medtronic's Mike Coven, Danvers, MA
By Joe MacEachern

Mike Coven has been the Facility and Environment, Health & Safety Manager at Medtronic for the past seven years. The Company is the world leader in medical technology providing lifelong solutions for people with chronic disease through products, therapies and services that enhance or extend the lives of millions of people. These products and technologies are used to treat conditions such as diabetes, heart disease, neurological disorders, and vascular illness.

On a typical day, Mike can be found overseeing building operations, involved in multiple projects and working with contractors. He is also responsible for managing and maintaining compliance for Medtronic's environmental, health and safety programs. Additionally, Mike is involved with long-term strategic plans for operations, facilities and environmental compliance.

Medtronic is highly committed to a proactive approach to conserve energy and protect the environment, and recently contracted Cranney Companies to work on a two-phase energy savings project. Phase One of the project involves the removal of 43 light fixtures in Medtronic's warehouse and replacing them with highly efficient fixtures that use less energy - saving Medtronic \$13,000 a year. Phase Two requires replacing general lighting throughout the manufacturing plant with energy efficient light fixtures. Once the entire project is completed, Medtronic will benefit in a cost savings of \$45,000 a year!

Mike Coven lives in Burlington, Mass. with his wife and three daughters. He enjoys golf, hockey and coaching his daughters' softball teams. •

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