

Reaping the Green

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Manufacturers have a lot to worry about these days. From the competitiveness of the global marketplace to the seemingly never-ending attempts at heightening efficiency, it's easy to get bogged down in the minutiae without a clear idea as to where to begin.

But becoming bigger and better often requires some sort of expenditure. Be it a small tweak or a large overhaul, change doesn't come for free. However, what if a company said they could transform your business in a way that not only saves money but also makes it energy efficient -- without any out-of-pocket expenses? Most people would raise an eyebrow and ask what the catch is.

This opportunity is not a manufacturing urban legend, but a viable option for companies looking to save some green and become more green in daily operations. [Green Analytics, Inc.](http://www.greenanalytics.com) [2] has married energy efficiency and financial freedom for businesses looking to revamp and get ahead. In fact, Brandon Fletcher, CEO and co-founder of Green Analytics, prides the company on "finding a fiscally correct way for everyone to say 'yes' to energy-efficient technology."

Of course, this incites a long line of questioning most likely involving the word "how."

Green Analytics' approach consists of three steps. First, a Green Analytics representative does a walkthrough of the facility, paying special attention to features such as roof structure, maintenance challenges, blueprints, and the HVAC system, to name a few. Next, the gathered information is analyzed and a custom design project is created. And lastly, all necessary technology and equipment is acquired and installed.

As for the financials, Green Analytics asks clients to "have a little faith." Essentially, the savings from the energy-efficient equipment pays for the project, with a complete return in two to three years.

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With an uptick in environmental guidelines for companies to adhere, finding a viable solution can prove difficult. Additionally, en route to saving money and becoming more energy efficient companies can also fall into compliance. This is a bonus for the myriad of standards set forth by the likes of the EPA.

While it's obviously every company's choice whether or not it's in their best interest to green their routine, Fletcher makes an interesting point when he says, "There could be nothing wrong at all with the environment, and it would be stupid not to say 'yes' [to green technologies]...it's technologies that are better, faster [and] cheaper, not just 'greener.'"

Now there's some (green) food for thought.

What are your thoughts? Let me know via e-mail at lauren.kiesow@advantagemedia.com [3].

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[1] <http://www.manufacturing.net/>

[2] <http://www.greenanalyticsinc.com/>

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