

# Yakima Bindery

## wattsmart® Business Case Study – Washington



### AT A GLANCE

#### Yakima Bindery

Yakima, Washington

#### Project:

Yakima Bindery upgraded its aging HVAC system with a high-efficiency unit to improve comfort, and while they were at it, changed interior and exterior lighting to LED to qualify for incentives from Pacific Power. They also took advantage of financing available for energy efficiency projects through HBC Energy Capital.

#### Annual energy savings:

\$2,900 (36,000 kWh/year)

#### Project cost:

\$31,100 before incentives

\$19,185 incentive payments

\$11,915 after incentives

#### Simple payback:

10.7 years before incentives

4.1 years after incentives

#### Other benefits:

- Improved comfort
- Better light quality
- Less maintenance
- Reduced operating costs

#### Financing:

HBC Energy Capital

Yakima Bindery cut costs and improved light quality and its heating and cooling system with the help of Pacific Power incentives. Pictured is Pres Tuesley, Yakima Bindery president.

### Savvy store keeps cool, bright and going strong

A stalwart in the community, Yakima Bindery has seen a lot of change since 1904 when it began as a book bindery making accounting ledgers. The company has adapted with the times to be one of the last family-owned independent office supply stores in the country.

The thing that hasn't changed over the years is its commitment to providing exceptional customer service – for customized printing, office and art supplies, and framing.

“We find niches to help our customers with what they need,” said Prescott “Pres” Tuesley, fourth-generation owner and company president. “For example, growers in Yakima County use paper ‘picker tickets’ in the fields and orchards. We print these and sell specialty punches for the tickets. We also do a lot of special occasion printing like wedding and quinceanera invitations.”

Located in the same building since 1922, the store had an air conditioner that was not getting the job done. Searching for an AC upgrade actually led to a solution for inadequate lighting as well.

Over the years, Tuesley had heard about Pacific Power's incentive program from other local business owners, at a chamber event and from newspaper ads. When his air conditioning needed to be replaced he decided to look into the program.

Pacific Power's wattsmart® Business program offers cash incentives and technical assistance to upgrade lighting and other equipment that increases energy efficiency. Retrofit or new construction projects are eligible.

### One-stop shop – advice, incentives and financing

For the project, Tuesley chose a Pacific Power wattsmart Business Vendor and noted that the contractor knew what the store needed and quickly got everything rolling. A new unitary 3-phase air-cooled package AC unit was selected and the change was significant in keeping the store comfortable through Yakima's hot summer months.

continued



Lori Froehlich, Pacific Power regional business manager, and Pres Tuesley, Yakima Bindery president.

*“Having the one-stop shop – electrician, incentives, financing – made it really simple to coordinate the project. The money came through on deadline and everybody knew what they had to do to get it done in time.”*

**Pres Tuesley**  
President  
Yakima Bindery

With the AC project, Tulesley learned about enhanced wattsmart incentives for small businesses available for LED lighting upgrades. A lighting coordinator performed a lighting analysis at the store, which estimated the energy and cost savings from improvements. Seeing the incentives available and learning about an option for financing the remaining project costs helped finalize his decision to proceed.

“Having the one-stop shop – electrician, incentives, financing – made it really simple to coordinate the project. The money came through on deadline and everybody knew what they had to do to get it done in time,” said Tulesley.

Pacific Power teams up with HBC Energy Capital, a firm specializing in energy efficiency project financing. HBC partners with a variety of capital providers to connect customers with the right kind of financing for their energy project. This financing solution is provided as a convenience, but customers are free to use any lender of their choice.

## Improved lighting

The lighting was upgraded to LED in the entire building – including the exterior neon signage and interior fluorescent suspended fixtures, which were replaced with tubular LED.

“We have variable ceiling heights and the LED evened out pockets that used to be dark. It’s much more even and balanced now. It has been especially beneficial in the framing department where customers are bringing in artwork,” said Tulesley.

Before the upgrade they did their best to provide pleasing, effective lighting but that was hard with fluorescents. Employees and customers have noticed a difference and have commented about being able to see more detail because the lighting is brighter and natural-looking.

## Savings

Yakima Bindery’s HVAC and lighting improvements are saving approximately 36,000 kilowatt-hours of electricity yearly. This usage reduction translates into \$2,900 in annual energy cost savings. The retailer earned \$19,185 in Pacific Power incentives to help offset the cost of the upgrades, plus shave over six years off the project’s simple payback.

Before the lighting project, Tulesley put power meters on the lights. The power usage on the new lights has dropped by a third. “It was dramatic to watch.”

Another plus – the time savings. “I don’t have to spend as much time replacing fluorescent tubes. It seemed like every week I had to get out the ladder to replace another fluorescent tube,” he said.

LED lighting lasts two-to-five times longer than fluorescent or HID lighting, reducing maintenance time and lamp replacement costs.

“This is a no-brainer. The power savings are there. The people that put it together did a really good job and worked around our schedule for installation.”

## About **watt**smart Business

Pacific Power provides a variety of options to help our commercial, industrial and agricultural customers in Washington and California build energy efficiency into new construction and retrofit projects. The wattsmart program offers technical expertise and cash incentives for lighting, HVAC, industrial processes and more.

## Let us help you get started

- Inquire online at [bewattsmart.com](http://bewattsmart.com)
- Email [wattsmartbusiness@pacifipower.net](mailto:wattsmartbusiness@pacifipower.net)
- Call our energy experts toll free at **1-855-805-7231**

Because there are requirements to qualify for an incentive, it is important to call us **before** you start your project.

[bewattsmart.com](http://bewattsmart.com)

 **PACIFIC POWER**  
POWERING YOUR GREATNESS