



# Energy Efficiency Case Study

Brought to you by Unitil

## Local company lights its way to energy savings

Boutwell Owens' new LED lighting realizes big savings

### About Boutwell Owens

Boutwell, Owens and Co., Inc. is a printed paperboard packaging vendor founded in 1887. As an independent manufacturer, Boutwell Owens runs only environmentally friendly raw materials. The facility is located in Fitchburg, MA.

### Project Summary

Boutwell Owens recently swapped out all of its fluorescent lighting for new energy efficient LED fixtures. This major lighting project is projected to save the Fitchburg manufacturer over \$36,000 annually in energy savings.

It was a routine customer care call from Unitil's Gary Miller, senior business development executive, who suggested to Brian Jansson, director of finance for Boutwell Owens, that the company consider a comprehensive facility assessment of all its lighting to see what qualified for energy efficiency rebates.

According to Jansson, Gary's call came in right around the time they were working on landing a new customer that required food grade-quality lighting fixtures over the printing presses, at a steep cost of \$58,000. "Gary shared with us that by expanding the scope of the lighting project, we would qualify for energy efficiency incentives," said Jansson.

### Solution

The incentives from Unitil reduced the cost of the high-efficiency lighting project to \$36,638—that's much less than the original quote of \$58,000 for just the specialty lighting. Boutwell Owens will save significantly on energy costs thanks to the new high-efficiency LEDs, shortening the project payback to one year.

### Mass Save as a Strategic Partner

Whether you are building a new manufacturing facility, upgrading old, inefficient equipment or manage a property in need of energy improvements, the Sponsors of Mass Save will help you identify cost-effective energy efficiency improvements, provide technical assistance, and offer financial incentives in addition to interest-free loans to help kick-start your company's next big project. To learn about these and other commercial and industrial energy efficiency programs available, visit [MassSave.com/Business](http://MassSave.com/Business).



### Annual Energy Savings

281,835 kWh per year

### Annual Cost Savings

\$36,000 per year

### Total Project Cost

\$198,147

### Mass Save Sponsor Incentives

\$161,509

### Net Cost to the Customer

\$36,638

## About Mass Save:

Together, we make good happen for Massachusetts: Berkshire Gas, Cape Light Compact, Eversource, Liberty Utilities, National Grid and Unitil. As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.

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