



## CUSTOMER SUCCESS STORIES

### HUDSONVILLE ICE CREAM HOLLAND, MICHIGAN



## PROJECT OVERVIEW

### Details

HPT8 4-Lamp retrofits, T8 6-Lamp high bays  
and occupancy sensors

### Total Project Cost

\$20,086

### Incentive

\$7,850

### Estimated Annual Energy Savings

95,060 kWh

### Estimated Annual Savings

\$7,605

## THE STORY

"Finding opportunities to conserve energy is on our task list as something to accomplish each year," began Dan De Jonge, the Facility Manager at Hudsonville Ice Cream. "The incentives from the Energy Smart Program gave the additional push to get it in the forefront and accomplish the goal."

De Jonge worked with his lighting contractor and Holland BPW on efficiency projects from the Energy Smart energy

efficiency program. Participation in the program was a very smooth process. The contractor and the utility helped with the necessary paperwork, and pre- and post-inspections went really well.

Retrofitting 36 fixtures with high-performance T8 fluorescent fixtures and T8 high bays, combined with the addition of occupancy sensors in the plant has reduced energy use by 95,060 kWh, which translates to an

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## THE STORY

*Continued from front.*

estimated \$7,600 saved each year. The incentive reduced the project cost by about one-third. Combined with the projected annual energy savings and this lighting investment will have paid for itself in less than two years!

The changes have made a big difference in the workplace too, according to De Jonge. "Everybody loves it. It's a cleaner, brighter light."

The Michigan Municipal **ENERGY SMART** Program is a portfolio of voluntary energy efficiency programs designed to assist residential, commercial and industrial electric customers in using energy more efficiently. In partnership with the Michigan Public Power Agency (MPPA) which is made up of the Holland Board of Public Works and nineteen other municipal utilities, Energy Smart programs provide rebates and incentives designed to encourage the implementation of energy efficient projects and the adoption of efficient behaviors. Technical assistance and financial incentives are available to eligible commercial and industrial customers. Residential program participants may be eligible for HVAC, lighting and ENERGY STAR® rebates, as well as refrigerator/freezer turn-in services and recycling.

