



**Laundry is inevitable, but must it to be so resource dependant?**

High fossil fuels and water consumption used for washing and drying clothes has inspired the application of alternative energy at A Laundry Room Inc. in Ely. While launching an idea for a solar thermal hot water heating system; opportunities and local resources surfaced to create an ongoing conversation about how alternatives are available to lower carbon footprints and overheads. Allowing the installation to be a learning tool about the state of the industry and how people in the community are responding to alternatives. Many lessons were learned about attempting change.



## Community, Energy Awareness and Business

People

Creativity- space creation- gratitude-  
effective community space

Engaged in community conversations



## **High Energy Consumption in the Laundry Industry**

Water and Sewer

Propane

Heating Water

Electricity



## **The potentially unsustainable venture**

**Outdated inefficient** washing machines use an average of 69 gallons per load

Hot water heating system estimated to be **50% efficient**



## Sustainability

Starting to understand the business-  
energy-commerce connection

Call to **action**



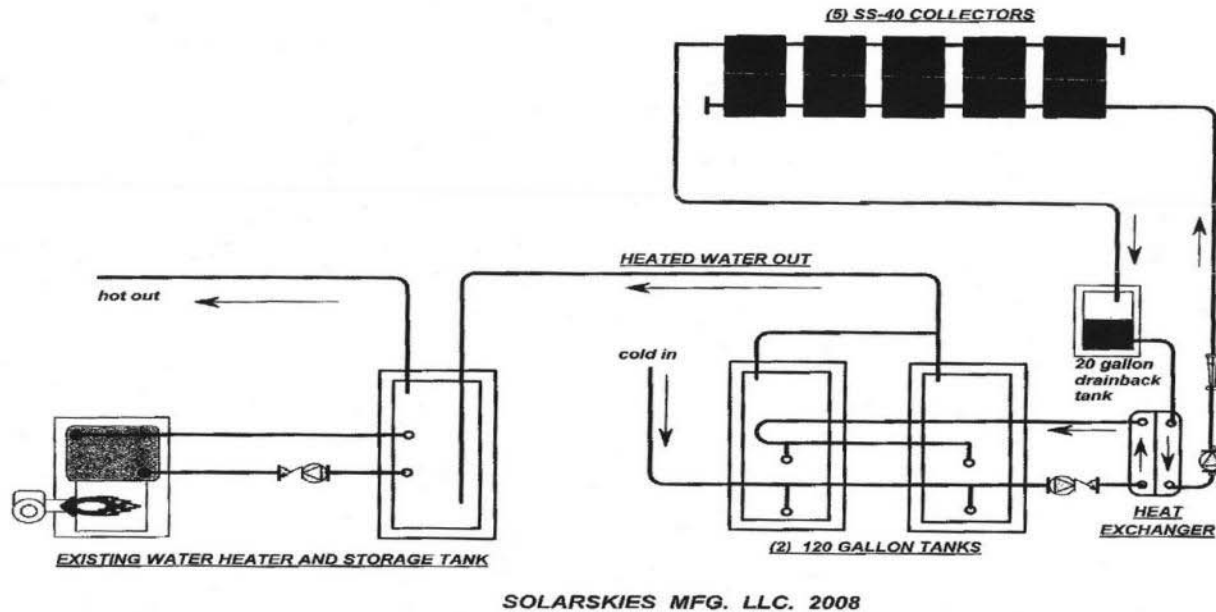
## Resources to lower consumption

Clean Energy Resource Teams-

Visioning project in a grant surfaced **support** network

Need, opportunities, assessing perceived risk

## COMMERCIAL DRAINBACK SYSTEM



## Return on Investment

	2010	2009	2008	2007
<b>Utilities:</b>				
<b>Propane:</b>	<b>\$10,405*</b>	<b>\$11,799</b>	<b>\$13,570</b>	<b>\$6,767</b>
% of overall expenses	13.9%	15.10%	19.44%	17.88%

\*in 2010 sales increased by 51% and propane use decreased by 2%

<b>TOTAL PROJECT COST</b>	<b>Including equipment, labor and permits</b>	<b>Approx. \$24,000</b>
LESS FEDERAL TAX CREDIT		8,300
GRANT	CERT GRANT	2,500
SAVINGS YEAR ONE	Based on propane savings	1771
Estimate \$3000 propane savings in 2010	3.8 years remaining	\$11429

Total payback period is close to **five years**  
If high efficiency top load washers are purchased, the  
payback would be **reduced** due to a lower  
demand

Local Contractor needs:	Local Solar Guy
	Fearless Plumber
	Faithful Gas Man
	Observant Electrician
Imported Help	Smart Renewable Energy Guy
	Solar Distributor
	Plumbing Distributor
Volunteers	Friends- students- community

## TEAM

By creating a **diverse** team I was able to engage a larger audience in the conversation



## COMMUNITY EDUCATION

Project has become a greater **opportunity** to  
share what I have learned







## **OUTCOME:**

When an idea has practical application  
it will make sense for your business  
and your broader community

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