



Crown Battery Leads Efficiency Charge

Positive results from technology and cultural changes

At Crown Battery Manufacturing in Fremont, efficiency is a way of life.

“Energy management has become one of our core values,” says Bob Michael, Crown’s Director of Plant Engineering. “And AEP Ohio’s Business Incentive Programs have been an important part of the process.”

First, Crown used AEP Ohio’s Self-Direct Program to earn retroactive incentives for two recently completed efficiency projects: the replacement of an old inefficient lighting system and a new battery charging acid recirculation system (ARS).

Then came a new cooling system with help from AEP Ohio’s Process Efficiency Program. Crown earned incentives for an energy-efficient, open-loop geothermal process cooling system.

To instill a culture of energy efficiency, Crown entered the Continuous Energy Improvement (CEI) Program, which provided workshops and training to inspiring

employees to look for energy efficiency improvements as part of their everyday routine.

The total annual energy savings from all of the programs are a whopping 3,285,733 kWh per year. With such strong results, Crown Battery is committed to doing more in the future. “By producing a product at a lower cost, it gives us a competitive advantage,” said Michael.

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— Bob Michael
Director of Plant Engineering
Crown Battery

Project brief:

Upgrades:

- Efficient lighting
- Battery ARS
- Geothermal process cooling system
- Continuous Energy Improvement (CEI)

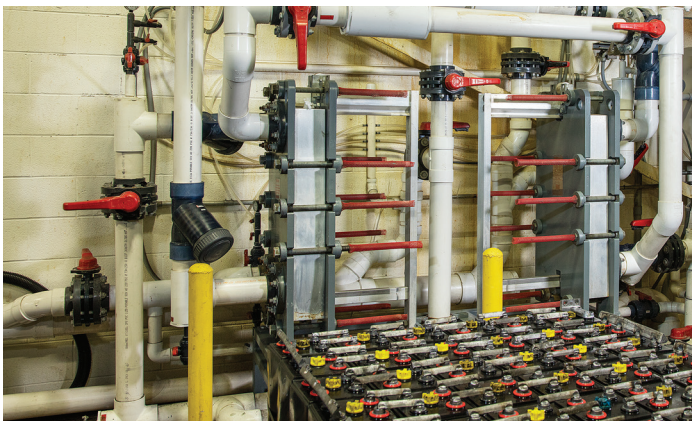
Annual energy savings:

\$250,875

Incentives paid:

\$183,928

Note: The annual energy savings are calculated using an electric rate of \$0.08 per kilowatt hour (kWh).



An incentive from AEP Ohio’s Process Efficiency Program helped fund Crown’s upgraded battery charging acid recirculation system (ARS)

