



Classic Automation

Running a smart small business

Fritz Ruebeck has the all-American story. Down on his luck after being laid-off, he started a small business selling replacement control system parts out of his basement. Eight years later he employs 16 people in a bustling downtown Rochester warehouse that handles shipments to 46 countries around the world. A savvy business owner, Ruebeck was one of the first to enroll in the Small Business Energy Efficiency Program when a former colleague now working as an energy service representative for EnerPath approached him. He can use his savings to do what he knows how, continue to grow his business.

Program

Small Business Energy Efficiency Program

Program Sponsors

NYSEG
RG&E

Program Goals

Assess lighting in 15,000 small businesses over 18 months and reduce energy usage by 27.5 megawatts across New York State, in NYSEG and RG&E territory, by offering free energy assessments to small businesses and offering no-hassle installation of energy efficient lighting.

Customer Results

Installed 93 energy efficient lights with an estimated first year energy savings of 13,000 kilowatt-hours. Ruebeck paid \$1,728 and RG&E contributed \$4,032. He expects a 1.4-year payback on his investment.

Program Results — 1st 10 months

More than 5,700 small businesses participated with an estimated 5 megawatt energy reduction.

“We have to find parts which are identified with small letters. We need bright lights to be able to find the parts and put them away.”

“It takes you a while to get used to the brightness of the lights. We don’t keep all of the lights on all of the time. We can turn them on and off as we need to.”

Fritz Ruebeck, Owner, Classic Automation



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