


New Prudential Tower Receives \$1.3M in Energy Efficiency Incentives

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The New Jersey Board of Public Utilities approved energy efficiency incentives totaling over \$1.3 million for installation of energy conservation technologies at the New Prudential Tower in Newark, NJ. The measures are expected to result in energy savings of \$646,898 annually.

Viridian Energy and Environmental used the incentives available through [New Jersey's Clean Energy Program \(NJCEP\)](#) Pay for Performance program on behalf of The Prudential Insurance Company of America. They will incorporate efficiency technologies into the 765,708-sq-foot New Prudential Tower's construction including LED and fluorescent interior lighting fixtures, lighting occupancy sensors, high efficiency boilers, daylight dimming sensors, high efficiency chillers, regenerative braking on elevators, improved wall insulation, exterior louvers for self-shading and other measures.

NJCEP incentives of \$1,313,418 will offset the total incremental energy efficiency project costs of about \$4,745,320. When installation is complete, the energy efficient equipment is expected to save 3,974,303 kWh and 8540 MMBtu annually.



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