



“ FinAnswer Express is a great program that can help make high-efficiency units affordable. ”

**Dan Spangenberg**  
CIO, Ferrari Color



## at a glance

### Ferrari Color

Salt Lake City, Utah

#### Project:

Installed high-efficiency packaged air conditioners in new headquarters

#### Annual energy savings:

\$2,600 (25,500 kwh/yr)

#### Energy efficiency upgrade costs:

\$10,425	before incentives
– 5,792	incentive payment
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\$4,633	after incentives

#### Simple payback:

4.1 years before incentives  
1.8 years after incentives

#### Other benefits:

- improved working conditions
- easier equipment maintenance

#### Acknowledgements:

Thanks to Dan Spangenberg and Heidi Hall of Ferrari Color and Russell Gunther of Gunthers Comfort Air for taking the time to contribute to this case study.

## FinAnswer® Express case study:

# Ferrari Color

## Background

Ferrari Color uses state-of-the-art printing technology to produce visual displays sought after by national retail and sports clients. When building its new headquarters in Salt Lake City, the digital imaging company needed a conditioned environment for their production processes and wanted a way to save energy and money.

“We also wanted a better work environment for our employees,” said Dan Spangenberg, Ferrari Color’s Chief Information Officer.

In order to be able to afford to air condition their entire production facility (54,000 sq. ft. concrete tilt slab with 24 ft. clear ceiling height), Ferrari Color knew they would have to have high-efficiency units.

## Project

Ferrari Color worked closely with Gunthers Comfort Air, a Rocky Mountain Power Energy Efficiency Alliance vendor, with whom Ferrari had collaborated on previous design/build projects. Gunthers prepared a project proposal showing cooling options using standard equipment, and options that met Ferrari’s needs with high-efficiency units.

Gunthers also explained that not only would the high-efficiency installation help reduce energy usage and costs, but incentives from Rocky Mountain Power’s FinAnswer Express program could help reduce the payback period of the equipment.

“I show my clients that if they upgrade to high-efficiency units, Rocky Mountain Power will help you in this way,” says Russell Gunther, designer for Gunthers Comfort Air. “And it’s usually a pleasant surprise to every one of them.”

Ferrari Color accepted Gunther’s recommendation to install nine packaged high-efficiency air conditioning units on the rooftop of their new headquarters.

## Benefits

Along with energy and cost savings, Ferrari Color is also realizing other benefits from installing high-efficiency air conditioners:

- improved comfort for employees and clients
- better service access, warranties and quality of parts
- more features that help extend equipment life



## Savings

Ferrari Color is estimated to save more than 25,500 kilowatt-hours of electricity and nearly \$2,600 in energy costs each year with this equipment. Plus, the \$5,792 in incentives from Rocky Mountain Power lowered the estimated simple payback from 4 to less than 2 years.

## About FinAnswer Express

Rocky Mountain Power has helped commercial and industrial customers save money and improve energy efficiency for more than a decade. In Utah, our FinAnswer Express program helps eligible customers upgrade to energy-efficient lighting, heating and cooling, premium efficiency motors and more. The program includes both technical expertise and a streamlined application process for financial incentives from Rocky Mountain Power. Customers can choose a Rocky Mountain Power Energy Efficiency Alliance vendor or an independent energy consultant for technical expertise, and financial incentives are available to reduce the payback of qualifying energy efficiency measures.

In addition to this program, Rocky Mountain Power's Energy FinAnswer<sup>®</sup> helps eligible Utah businesses build energy efficiency into new construction and more comprehensive system retrofits. Energy FinAnswer includes investment grade energy engineering assistance and financial incentives for up to 50 percent of the eligible costs of qualifying energy efficiency measures.

## Do the bright thing

For more information on how Rocky Mountain Power can help your facility save energy and money:

- call our Energy Services Hotline at **1-800-222-4335**.
- e-mail [energy.expert@pacificorp.com](mailto:energy.expert@pacificorp.com).
- visit our Web site at [www.rockymountainpower.net/utsave](http://www.rockymountainpower.net/utsave).

Because we have some requirements to qualify for an incentive, it is important to call us *before* you start your project.

### Rocky Mountain Power FinAnswer Express cooling incentives for businesses

Equipment	Incentive
<b>Evaporative cooling</b> – a highly effective, economical and environmentally friendly way to cool your business that can reduce energy costs by as much as 75 percent.	\$0.02/CFM
<b>High-efficiency packaged air conditioning units</b> – use as much as 20 percent less energy than an older unit, while providing the same level of cooling. Models with high SEER or EER ratings and the ENERGY STAR <sup>®</sup> label offer higher potential for savings.	\$50/ton
<b>Programmable thermostats</b> – can help your new or existing cooling system operate more efficiently.	\$50 each

