



# Manufacturing company saves \$295,000, makes operations more efficient

## ▶ CASE STUDY

### The Challenge

The polar vortex that brought unusually cold weather to North America in late 2013 and early 2014 left many businesses unprepared for the skyrocketing energy rates that followed. One of those businesses was Ultra-Poly, a Pennsylvania-based plastics recycling and manufacturing company.

### The Bright Idea

We recommended the Direct Energy Business solution PowerPortfolio<sup>®</sup>, a mixed fixed and variable energy product that allows Ultra-Poly to structure its power purchasing like a financial portfolio. PowerPortfolio allows customers to hedge their energy price to mitigate risk, but float a portion of their load to take advantage of dips in the market.

With active monitoring, our strategist was able to alert the company that the time was right to buy, and then execute the purchase. PowerPortfolio enabled Ultra-Poly to purchase nearly 50 MWh hours of power at much more favorable rates, resulting in nearly **\$250,000** in savings over a fixed price contract.

### The Powerful Solution

Direct Energy Business also recommended Panoramic Power<sup>™</sup> and Demand Response. Panoramic Power monitors the energy used for each device, then transmits that information to the cloud. Customers can then use Panoramic's desktop and mobile applications to receive real-time data on their energy use, along with informed analysis from our experienced energy professionals. Demand Response offers businesses the opportunity to earn revenue for energy saved through participation in power curtailment periods, combining on-site energy savings. Ultra-Poly has earned more than **\$45,000** by curtailing power use during times of peak demand.

Through a holistic energy strategy provided by Direct Energy Business, Ultra-Poly was able to make its operations more efficient, minimize risk exposure and earn extra income while helping to decrease the burden on the electrical system as a whole.

## TOTAL SAVINGS

**\$250,000**  
PowerPortfolio

**\$45,000**  
Demand Response

### About Direct Energy Business

Direct Energy Business is part of a leading energy and energy-related services provider that is focused on helping customers make their businesses better. Through energy choice and a suite of innovative products and services, customers can buy less electricity and natural gas and better manage the impact of energy on their operations. Visit [directenergybusiness.com](http://directenergybusiness.com) to learn more about how we can help your business navigate the energy opportunities in your area.

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