



## Energy Management Success Story



### Manufacturer Prime Wheel Turns Optimized Energy Management into a Business Advantage

**M**anufacturing companies are used to meeting challenges, but in recent years, California manufacturers have been confronted by some unprecedented heavy pressures. Global competition and mounting labor and material costs have forced them to find ways to produce more efficiently. High on this list of pressures is the rising cost of energy.

The best manufacturers have met this challenge by improving their energy management. Prime Wheel, makers of high-quality custom aluminum wheels, has thrived under adverse market conditions in part because their energy investment delivers such a consistent return. The key to their success isn't how much energy Prime Wheel uses. It's how well they use it.

#### Optimizing Energy Usage: Survival and Success

Even with an energy-intensive manufacturing process, Prime Wheel has added manufacturing capacity. The key, says Chairman and CEO Henry Chen, is using energy more wisely. "We're a major supplier to DaimlerChrysler, Ford, General

Motors, and Mitsubishi," he says. "Those companies can't charge consumers more for their products, so we can't charge them more for ours. Meanwhile, we've expanded our operations several times, invested in new equipment, and consumed more power. Managing energy in the best possible way isn't just an option for us. It's a matter of survival."

"Our manufacturing process takes 800 employees working 24/7," Chen continues. "It consumes millions of kilowatt hours of electricity in a plant operating under very strict environmental regulations. Every wheel we make has to meet the highest standards, and we ship over 10,000 of them a day, on time, to our customers. We spend heavily for our electricity supply, but we don't see it as overhead. We think of it as an investment, and we want to make sure we get every possible dollar back from that outlay."

#### A Never-Ending Race to Improve

"Companies like ours add equipment to expand their capabilities,"

#### Savings by Managing Energy:

- Incentives of \$527,000 through SCE's Standard Performance Contract Program to help offset the cost of upgrades
- Annual savings of 7,200,000 kWh for process improvements and upgrades
- Additional 152,000 kWh savings on lighting retrofits with SCE's Express Efficiency Program
- These energy savings equate to over \$800,000 annually in cost savings, based on today's electric rates

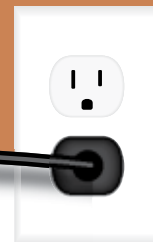


Prime Wheel Chairman and CEO Henry Chen and Vice President Albert Huang



**“We take advantage of every energy efficiency program and equipment rebate offered by Southern California Edison to get the fastest return. We’re committed to staying here, and we’re proving that even in a market where energy costs are rising, a company like ours can flourish.”**

Prime Wheel Chairman and CEO Henry Chen



Vice President Albert Huang continues, “but at Prime Wheel, we found that simply adding equipment just shifted the problem instead of solving it. We focused instead on our process engineering to be less wasteful, faster, and ultimately more profitable.” For example: Prime Wheel used Southern California Edison’s (SCE) Standard Performance Contract program to optimize machinery for the delivery of compressed air. The improved process saved 1.7 million kilowatt-hours of electricity annually and eliminated the need to purchase additional equipment. To save even more, they also moved to more efficient lighting and variable speed drives on motors. “When we started,” Henry Chen says, “Prime Wheel had about 25 competitors in Southern California. Today we have three. Some people might think that manufacturers here are an endangered species, but our company has grown, and energy management is a key to that growth. We take advantage of every energy efficiency program and equipment rebate offered by SCE to get the fastest return. We’re committed to

staying here, and we’re proving that even in a market where energy costs are rising, a company like ours can flourish.”

**Like Prime Wheel, you can save money on electricity:**

- **Find out how the Standard Performance Contract Program at [www.sce.com/spc](http://www.sce.com/spc)** can give you cash incentives for energy-saving retrofits of existing equipment or systems.
- **Use the Savings By Design Program at [www.savingsbydesign](http://www.savingsbydesign)** for assistance and incentives in the installation of high-efficiency building systems.
- **Find out how SCE Demand Response Programs** can reward you for reducing your electricity usage at [www.sce.com/drp](http://www.sce.com/drp).
- **Participate in SCE’s Demand Bidding Program**, in which customers with demands greater than 200 kW can receive a credit on their bill for voluntarily reducing power. Learn more at [www.sce.com/drp](http://www.sce.com/drp).

**For More Information**

Southern California Edison offers a range of programs such as cash incentives, energy surveys, and payment options to help you better manage your electricity costs. To learn more, please contact your SCE account representative, call **(800) 990-7788**, or visit us at [www.sce.com](http://www.sce.com).

Learn more about how to save energy and save money:

**SCE Energy Management Classes**

[www.sce.com/ctac](http://www.sce.com/ctac)  
800-336-2822;  
[www.sce.com/agtac](http://www.sce.com/agtac)  
800-772-4822

**Express Efficiency**

[www.sce.com/express](http://www.sce.com/express)  
800-736-4777

**Standard Performance Contract**

[www.sce.com/spc](http://www.sce.com/spc)  
800-736-4777

**Demand Response Programs**

[www.sce.com/drp](http://www.sce.com/drp)  
626-302-8320

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