

CEO and founder of Brightwave Energy, Paul served as an executive with Procter & Gamble for 25 years prior to founding Brightwave Energy. After leading the operations of many manufacturing facilities, Paul developed and led their Energy Conservation Program, which spanned across their 134 world-wide facilities saving about \$230 million over four years. Paul has created Energy Management Plans in manufacturing operations in the United States, Canada, Mexico, France, Germany, Poland, and England, and has a strong relationship with the US Department of Energy.



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SAVING MONEY *never goes out of style*

ENERGY PROGRAMS | TRAINING | 3RD PARTY PROCUREMENT | ALTERNATIVE & ADVANCED FUELS | INNOVATIVE TECHNOLOGIES

WHAT WE DO

- PAPER INDUSTRY
- MANUFACTURING
- HOTELS, RESORTS
- COMMERCIAL BUILDINGS
- DISTRIBUTION CENTERS
- TECHNOLOGY CENTERS
- SCHOOLS, CHURCHES
- GOVERNMENT BUILDINGS
- MUNICIPALITIES
- AB32 COMPLIANCE

Brightwave Energy’s goal is simple: To save money in a way that impacts your bottom line. We do this through Energy Conservation, Alternative and Advanced Fuels, and by leveraging every technology available to give you an exciting rate of return.

We also invest in your people to develop additional capability within your organization. We incorporate our work into your existing systems to minimize your dependence on external sources.

We specialize in Energy Conservation Programs, but we also provide:

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|-----------------------------|---------------------------------------|
| Comprehensive Energy Audits | Project Management |
| Power Generation | Third Party Electricity Procurement |
| CA AB32 Compliance | High Efficiency Lighting Procurement |
| Technology Analysis | Regulatory Support |
| Training | Grants, Rebates & Incentives Support |
| Energy Project Financing | A vast Network of Preferred Suppliers |



“He understands what is required to leverage the available technologies into significant bottom line savings.”
- Dieter Huckestein, Retired Chairman & CEO, Hilton’s Conrad Hotels

“If you want real engineering & design, energy efficiency and operational strategies that work, coupled with effective implementation - where you know you will get the best results - definitely use the Brightwave team.”
– Jay Zwierschke, CEO and Founder of Elementa Group Inc.

WE OFFER FREE INFORMATIONAL VIDEOS, ARTICLES, AND MORE TO HELP YOU IN YOUR PURSUIT OF SUSTAINABILITY.

At Brightwave Energy we are interested in sharing valuable information on energy, technology, and sustainability with you. You will find valuable resources in our Training Center, with video titles such as “Basic Energy Conservation 101” and “Secret Tools of the Trade.”

Also in our Training Center is a collection of One-Point Lessons, brief articles on topics such as “How Does My Thermostat Impact My Cost?” and “How Clean is My Electricity?”. Each article only takes a few minutes to read and can quickly help you or your employees utilize energy smarter.

Lastly, for those in California, we offer information on your compliance with AB32. Many see buying credits as your only option, but with the astronomical cost of those credits only rising, it is important for your company to understand this is not the only viable way to follow the law.

HOW WE ARE DIFFERENT

How is a “Program approach” different from a “Project approach?”

With a “Project Approach” you are usually focused on one specific piece of equipment that you want to have installed. There are a lot of great energy and engineering firms that offer this approach. This is also the approach that all equipment providers use.

As an example, you call a solar panel company, and they install their equipment. You bought their equipment, they installed it, and now you have solar panels.

With a “Program Approach”, we work with your company leaders to identify your goals; do you want to use less energy? Do you want to reduce your energy costs? Do you want to reduce your carbon footprint? These are 3 very different goals that can take you in very different directions. As part of the program to meet your needs, we might recommend installing solar panels, or we might not. But we will develop a portfolio of options that will best meet your needs. This could include capital additions such as Heat Recovery, Solar Photovoltaic, Concentrated Solar Power, Geothermal, Wind, Co-Generation, Waste Gasification, Lighting, HVAC, Variable Speed Drives, Variable Frequency Drives, etc. Or it might focus on non-capital areas such as load balancing, procedural improvements, cascading processes, etc.

“Is there a difference in cost between the approaches?”

Yes there is.

In short-term, a Project approach is often the least expensive. The firm completes their specific project, then leaves. When you need them again, you call them again. And again.

Example: Project 1 hires a firm to install timers on their warehouse lights to reduce the kW by 50%. Simultaneously, Project 2 hires a firm to install T8 bulbs in the same warehouse to replace the T12 bulbs to reduce the kW by 40%.

Both are great ideas, and the contractors will certainly install the correct equipment for the Projects, and energy will be reduced. But, when considered under an Energy Program, these are not ideal solutions because they are both claiming the same savings. Money and time will be wasted in good ideas that were implemented improperly.

“Why don’t all consulting and engineering firms use the Program approach?”

Because they don’t know how. Vendors specialize in selling their own equipment and or technology.

Brightwave Energy developed the Program approach based on its 25+ years of experience leading teams in successful energy programs.

