



Energy Management Success Story

Western Container Powers Down and Saves with Demand Bidding from SCE

If you open an ice-cold Coca-Cola product in Southern California, you're probably holding one of three million bottles made on a typical day at Western Container Corp. in Rancho Cucamonga. The company supplies local Coca-Cola bottlers with about three dozen sizes, shapes and colors of blow-molded polyethylene terephthalate (PET) containers, and runs a deadline-driven, highly mechanized operation 24/7. How does such a high-volume manufacturer manage to save over \$2,000 on electricity? General Manager Tom Jackson uses the Demand Bidding Program from Southern California Edison (SCE).

"Many manufacturers like us, running round the clock against constant demands, might assume that cutting back on electricity consumption is impossible," Tom explains. "We're a company that thrives on change, so when our SCE account representative explained Demand Bidding to us, and showed us how it could save money, we looked for ways to use it. The essential first steps to success are, put assumptions aside, ask questions, and put the program to the test."

Downtime is Savings Time Demand Bidding Program (DBP)

participants receive credits for reducing power on days during DBP events, which may be called from the hours of noon to 8:00 p.m., Monday through Friday (excluding holidays) when needed. Participants make bids for the amount of power they are willing to reduce in increments of 2 hours or more. The incentive for Day-Ahead events is \$.50/kWh of reduced load, and for Day-Of, \$.60/kWh. A new option permits customers to place a standing bid instead of logging on to bid for each event.

"Flexibility is the nature of our business," Tom says. "We talk ten times a day with our customers, and we respond right away to their needs. If they order six million units or four million instead of the five we planned for, we adapt immediately. We also know we need to close down one of our five bottle manufacturing lines every day for a few hours' of routine maintenance, cleaning and lubrication. If a DBP event is scheduled, we'll adapt and shift the maintenance time to coincide with the event. We'd have to power down anyway, but with the Demand Bidding Program, we get incentives for being flexible about the time. The savings add up. Energy costs being what they are, we'll take any chance we get to save money."

Savings by Managing Energy:

- Over \$2,000 in incentives over two years based on an average of over 400 kW in electricity saved per event through participation in SCE's Demand Bidding Program

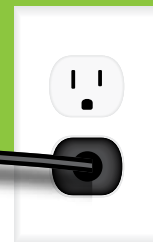
Tom Jackson, General Manager,
Western Container





“The flexibility of the Demand Bidding Program matches the variables I work with, and that’s why it works for us. Since we started, we’ve taken part in 14 DBP events; we’ve saved over 400 kW on average per event, and we’ve received over \$2,000 in incentives.”

Tom Jackson, General Manager, Western Container



Savings Without Sacrifice on DBP

On Western’s bottle-making lines, millions of injection-molded PET preforms are reheated and blow-molded into bottles in sizes from eight ounces to two liters, including Coke’s signature curvy bottle. The fast, energy-intensive process leaves literally no room for error at Western Container—they ship their product almost as soon as they make it. Tom Jackson might have just a few hours’ inventory on hand, so if a local Coca-Cola bottler has an urgent need, Western Container has to do what it takes to meet it. Does it jeopardize production goals if the company participates in a program that rewards using less electricity?

“There’s no sacrifice involved in taking part in Demand Bidding,” Tom says. “The program doesn’t lock us in to every DBP event. We can choose to take part or not. That makes it attractive. I can evaluate our participation in DBP case-by-case, based on our status. I get a day’s notice of an upcoming event, and I can go online to use SCE’s EnergyManager® to commit. The flexibility of the Demand Bidding Program matches the variables I work with and that’s why it works for us. Since we started, we’ve taken part in 14 DBP events. We’ve saved over 400 kW on average per event, and we’ve received over \$2,000 in incentives.”

Like Western Container, you can save money on electricity:

- **Participate in SCE’s Demand Bidding Program**, in which customers with demands of 200 kW or greater can receive credits on their bill for voluntarily reducing power during called events. Learn more at www.sce.com/drpf.
- **Switch to a time-of-use (TOU) rate and shift electricity usage to off-peak hours**, to take advantage of lower energy rates.
- **SCE’s Technical Assistance & Technology Incentives (TA&TI) Program** at www.sce.com/drpf offers technical assistance in the form of demand response site assessments, potentially at no charge, to eligible commercial and industrial customers, and incentives for the installation of qualifying demand response technology.
- **Take free SCE classes** in lighting, HVAC, energy management and more at an Edison Energy Center. www.sce.com/ctac 800-336-2822; www.sce.com/agtac 800-772-4822
- **Use Web-based tools such as SCE EnergyManager®, SCE Cost Manager® and SCE Bill Manager®** to monitor your electricity usage in real time and over the long term.

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.

Learn more about how to save energy and save money:

Demand Response Programs

www.sce.com/drpf
866-334-7827

SCE TA&TI

www.sce.com/drpf

SCE Demand Bidding Program

www.sce.com/drpf

EnergyManager®, Cost Manager®, Bill Manager®

www.sce.com/RebatesandSavings/LargeBusiness/EnergyManager/

This case study is provided for your general information and is not intended as a recommendation or endorsement of any particular product or company. Funding for this case study is provided by California utility customers and administered by SCE under the auspices of the California Public Utilities Commission.