



# MEASURING ELECTRICITY USAGE HEADQUARTERS AND PRODUCT MANUFACTURING

Strathmore Artist Papers™ (SAP), now a division of Pacon Corporation, wanted to manufacture the world’s finest eco-friendly artist paper products and truthfully communicate its actions.

As an independent, nonprofit certification program verifying a company’s use of renewable energy, Green-e Marketplace helped SAP meet its objectives by substantiating SAP’s renewable energy claims and facilitating the launch of their Windpower brand of products.

SAP manufactures several product lines under one roof and their electricity use is recorded by one meter. In order to participate in Green-e Marketplace SAP is required to purchase 100% renewable energy for its headquarters and any products looking to use the Green-e logo. CRS and SAP agreed on a comprehensive calculation methodology to measure electricity usage for the Windpower product line and its headquarters.

### Calculation of Headquarters’ Electricity Usage

SAP provided CRS monthly statements from We Energies totaling the annual electricity consumption for its entire operations:

**Total annual electricity usage: 305,906 kWh**

To determine the portion of facility attributed to headquarter operations, CRS separated the facility’s space into four components: manufacturing area, warehousing, offices, bathrooms and breakrooms (see

Figure). For the purposes of the certification program the SAP offices, break rooms and bathrooms counted as SAP’s headquarter operations. SAP and CRS used the total square footage of the facility to extrapolate the qualifying renewable energy purchase necessary for the program.

Using information provided by SAP, the following was the breakdown of the square footage of SAP’s facility (in square feet):

Manufacturing area	30,000
Warehousing	35,000
Bathrooms, breakrooms	3,000
SAP offices (includes shipping, not maintenance)	2,000
<b>Total facility sq ft.</b>	<b>70,000</b>
<b>SAP headquarters</b>	<b>5,000</b>



<b>Company:</b>	Strathmore Artist Papers™
<b>Location:</b>	Neenah, WI
<b>Renewable Energy Provider:</b>	We Energies
<b>Product name:</b>	Energy for Tomorrow™
<b>Renewable Energy Purchase</b>	55,484 kWh
<b>Member since:</b>	March 2007
<b>Products:</b>	Windpower Sketch Windpower Drawing Windpower Bristol Windpower Watercolor

The area devoted to SAP's headquarters is 7.14% of the total area.<sup>1</sup> For the purposes of estimation, the electricity applied towards SAP's headquarters operation is 7.14% of the total electricity consumption, or 21,841.69 kWh.<sup>2</sup>

### Windpower Pad Electricity Calculation

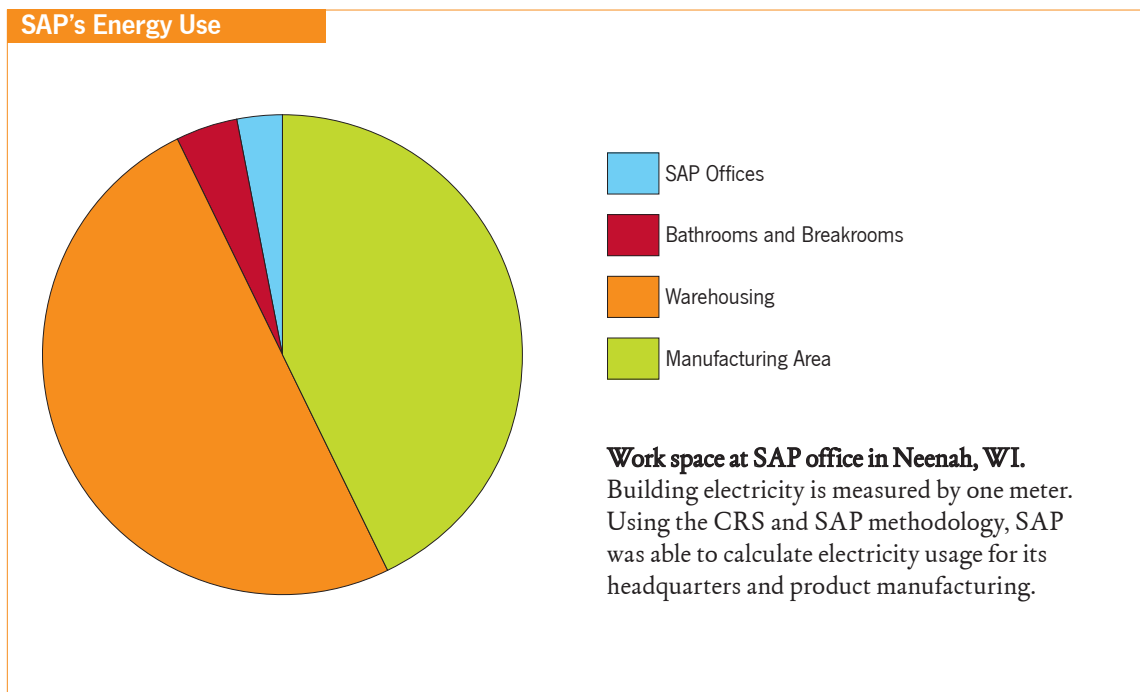
SAP provided CRS the percentage of sales that Windpower Pads account for out of total product sales. As nearly all of their products are produced in a similar fashion, SAP then applied this percentage to the total product manufacturing electricity estimate. This amounted to 33,642.31 kWh to be applied towards the Windpower pad product manufacturing.

### Renewable Energy Purchase

Following the calculations, CRS determined that 55,484 kWh of renewable electricity was required to cover 100% of its headquarters and manufacturing process for the Windpower pad.

Since 2007, SAP has communicated its commitment to buy and manufacture its products with Green-e Energy Certified renewable energy through the Green-e Marketplace program. SAP prints the Green-e logo on its Windpower pads to communicate 100% of the product was manufactured with Green-e Certified renewable energy and the renewable energy was independently verified.

“Purchasing Green-e Energy Certified renewable energy didn’t require any new equipment, pause in operations, or new manufacturing process,” said Jim McDermott, Vice President of Strathmore Artist Papers. “Green-e Marketplace was able to help us measure the electricity use of our operations and ensure we met organizational goals to manufacture Windpower pads with 100% Green-e Certified renewable energy.”



NOTES

- 1. 7.14% (5,000 sq ft./70,000 sq ft.).
- 2. 305,906 kWh x 7.14% (5,000 sq ft./70,000 sq ft.).

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