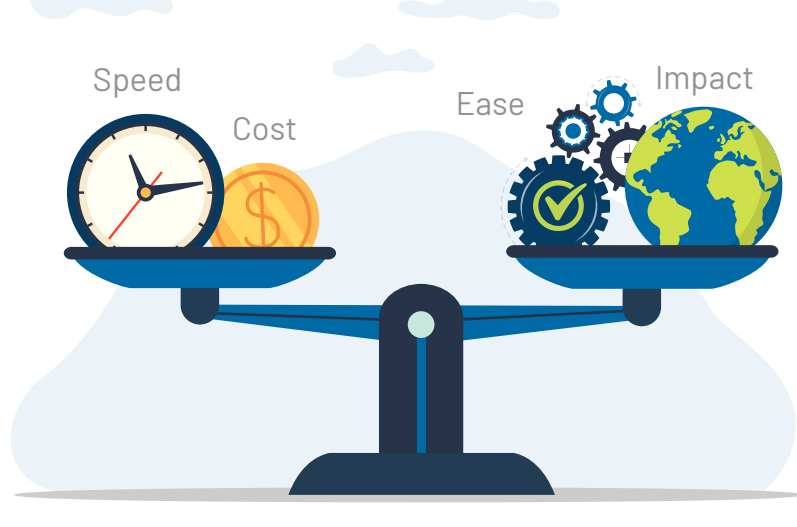


# The fast track to decarbonization with immediate cost-savings

## What do you prioritize?

It can be challenging to put together an effective decarbonization plan. There are a lot of popular strategies, but you have a limited budget and need big results quickly.



### Where to Start?

#### High-Impact Energy Efficiency Project

**Pros:** Immediate reduction in energy consumption and emissions, potential cost savings, relatively quick implementation.

**Cons:** Investment in upgrades and technologies, potential need for behavior change, ongoing maintenance.

Easy to Implement ★★★★★  
 Low Initial Investment ★★★★★  
 Carbon Reduction Impact ★★★★★  
 Fast Implementation ★★★★★

#### Transitioning to Renewable Energy Sources

**Pros:** Direct reduction in operational carbon emissions, potential for long-term cost savings, scalable solutions available.

**Cons:** Initial investment in renewable energy infrastructure may be high, dependence on favorable policies and availability of renewable resources.

Easy to Implement ★★★  
 Low Initial Investment ★★  
 Carbon Reduction Impact ★★★★★  
 Fast Implementation ★★★

#### Electrifying Operations

**Pros:** Reduced reliance on fossil fuels, potential long-term cost savings, advances in electric vehicle technology.

**Cons:** Infrastructure and equipment upgrades required, availability of charging infrastructure, challenges for heavy industries.

Easy to Implement ★★★  
 Low Initial Investment ★★  
 Carbon Reduction Impact ★★★★★  
 Fast Implementation ★★★

#### Carbon Offsets

**Pros:** Immediate reduction in net emissions, can support projects with high social and environmental benefits.

**Cons:** Does not directly address emissions at the source, may face challenges in finding credible offset projects.

Easy to Implement ★★★★★  
 Low Initial Investment ★★★★★  
 Carbon Reduction Impact ★  
 Fast Implementation ★★★★★

#### Circular Economy-Waste Reduction

**Pros:** Reduces resource consumption and waste, aligns with sustainability goals, potential for cost savings.

**Cons:** Requires changes in product design and business models, potential challenges in supply chain integration.

Easy to Implement ★★★  
 Low Initial Investment ★★★★★  
 Carbon Reduction Impact ★★★★★  
 Fast Implementation ★★★

#### Sustainable Supply Chain Management

**Pros:** Extends emissions reduction beyond company operations, encourages industry-wide change, enhances reputation.

**Cons:** Complex to implement across global supply chains, requires collaboration with suppliers, potential challenges in data collection.

Easy to Implement ★★★  
 Low Initial Investment ★★  
 Carbon Reduction Impact ★★★★★  
 Fast Implementation ★★



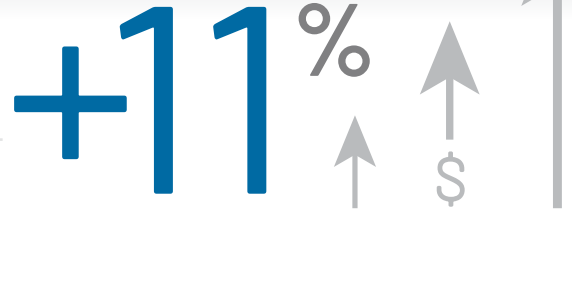
A **High-Impact Energy Efficiency Project** lowers operational costs and the investment needed for other decarbonization strategies.

## Your building uses a lot of expensive energy

Commercial building owners and operators spent **\$141 billion** on energy expenditures. **84%** was on electricity

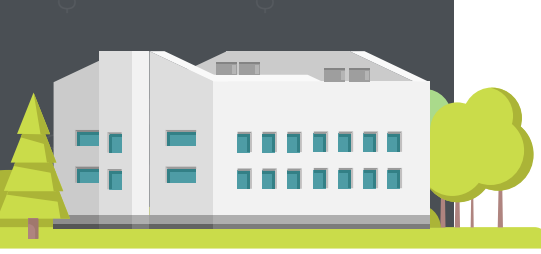


Energy costs increased an average of **+11%** in the U.S. from 2021 to 2022

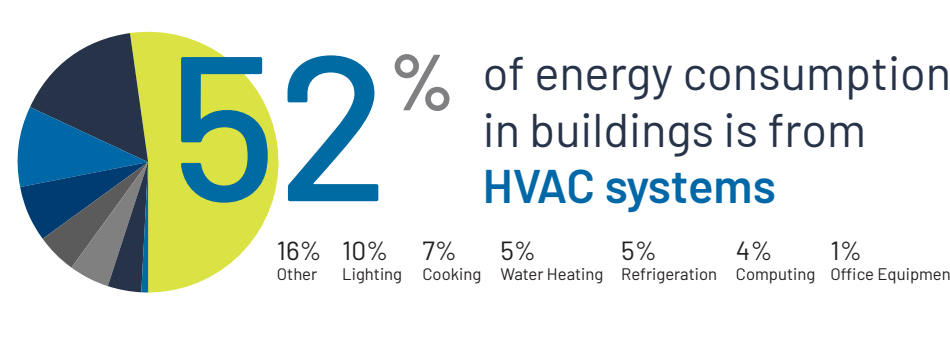


**\$ = ⚡**

Your biggest opportunity to **save** is to target the systems consuming the **most energy** in your building



## Why HVAC upgrades are important



**1/2** of that energy is potentially wasted by inefficient equipment

## How do motor retrofits maximize HVAC performance?

Turntide's Smart Motor System™ precisely controls the HVAC motor to optimize performance and efficiency, eliminating wasted energy.

- Reduce energy usage
- Lower maintenance costs
- Extend equipment life



### A More Sustainable Motor Solution

- 64%** less motor energy use compared to induction motors
- 13%** better performance compared to VFD-driven induction motors<sup>1</sup>
- 0%** rare earth magnet materials used in construction



### Proven real-world results

**High volume warehouse**  
 ↓ **78%** HVAC energy reduction annually  
**159** metric tons CO2 reduced annually

**Multisite Retailer**  
 ↓ **77%** HVAC energy reduction annually  
**17.4** metric tons CO2 reduced annually

**Small manufacturing plant**  
 ↓ **75%** HVAC energy reduction annually  
**30.4** metric tons CO2 reduced annually

### Recent Case Study

**MACERICH®**  
 Macerich, a leading owner, operator, and developer of commercial real estate, used the Turntide Smart Motor System in shopping centers. Turntide exceeded Macerich's initial ROI targets while accelerating their ESG goal to be carbon neutral by 2030.

↓ **56%** HVAC energy reduction annually  
**12.1** metric tons CO2 reduced annually

**21.2%** Internal Rate of Return (IRR)  
**17,100** kWh estimated savings in annual energy usage

## Is an HVAC upgrade right for you?

If you answer **YES** to any of these questions, you might be a good candidate for a HVAC retrofit.

- Have your energy costs increased?
- Do you have multiple buildings or locations?
- Are you trying to reduce your maintenance costs?
- Is your HVAC equipment between 3-15 years old?
- Does your HVAC system run more than 40 hours a week?
- Is your HVAC system on the roof?
- Does your company have a 2030 emissions reduction goal?



## Find out how much you could be saving.

Our team can help you calculate potential savings and payback time. Projects in many states qualify for rebates which can reduce payback times to **under 2 years**.

Contact [hvacmotorsales@turntide.com](mailto:hvacmotorsales@turntide.com) to learn more



Sources: <sup>1</sup><https://turntide.com/resource-hub/nrel-performance-evaluation-of-three-rtu-energy-efficiency-technologies>  
<https://www.eia.gov/consumption/commercial/>  
<https://www.climateimpact.com/news-insights/fortune-global-500-climate-commitments/>  
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