

Heavy Manufacturing Case Study



Roses Southwest Paper



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1701 2nd St SW,
Albuquerque, NM 87102

Interviewees:

David Stutt, Electrical Dept. Manager
Amin Espat, Chief Operating Officer
James La Fata, Administrative Officer

About the company

Roses Southwest Papers Inc. is a family owned and operated minority business based in Albuquerque's South Valley. Founded in 1984, Roses specializes in manufacturing high-quality paper products, including tissue, towels and napkins. Roses is committed to sourcing and production policies that reduce the impact on the environment and continues to strive to reduce its carbon footprint.

Working together with PNM, Roses defined sustainability goals for their operation and is dedicated to making continuous efficiency improvements. **A retrofit of their interior and exterior HID¹ lighting to more efficient LED² lighting was the first step, and was strategically planned in phases to work within budget constraints.**

Project financials

Annual Energy Savings: 233,866 kWh
..... equivalent of nearly 35 homes
Annual Water Savings: 76,708 gallons³
Project Planning Phase: 80 hours
Project Completed: 2017
Return On Investment (ROI): < one year

Senior members from PNM Business Energy Efficiency Programs met with the Roses sustainability team during the planning process and at the conclusion of their lighting upgrades for an interview and follow-up.

The multi-phase project included the installation of LED lighting products throughout the Roses facility. PNM rebates helped offset the cost of subsequent installations as equipment was installed and rebate applications were processed. Roses in-house staff performed the installations, thereby reducing the ROI on the project to under a year.

¹ High Intensity Discharge

² Light Emitting Diode

³ Water savings during power generation



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Lessons learned

Because the project was executed in phases, LED technology changed and the fixtures installed in the initial phases of the project differ in appearance from those installed during the final phases. In hindsight, the team feels it would have been better to purchase all of the required equipment at the same time.

Satisfaction with completed project and PNM Business Energy Efficiency Programs.

The Roses team is very pleased with the results of their completed project. The LED fixtures produce a softer, more diffused light and the quality of the lighting compared to the former HID fixtures, is immensely improved. In addition to energy savings, management also noted the increase in light levels at work stations and the floor, which has improved productivity while simultaneously reducing safety concerns.

David Stutt, electrical department manager, measured the air temperature during the 2017 summer and found consistent reduction in temperatures at the fixture installation sites, which will help ensure a long lifetime for the newly installed fixtures.

Roses Southwest Paper continues to follow their sustainability plan and aims to look for additional opportunities to save energy throughout their facility. Their commitment to reducing their impact on the environment includes recycling, reducing material waste, and monitoring energy and water consumption. The Roses employees are committed to this mission and consistently contribute to meet or exceed the plan.



David Stutt, Electrical Department Manager

Roses staff remarked how much the lighting has improved across the facility. Management appreciates the increase in light levels at work stations and the floor, which has improved productivity while simultaneously reducing safety concerns.



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